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VOL. XLI JULY, 1917 No. 1

PUBLIC LIBRARY
KANSAS CITY

MERCHANTS RECORD
AND SHOW WINDOW
I. Smith Store
Ye Olde Time Store
CHICAGO

No. B25
Coat Form

No. 286
Waist Form

The illustrations shown above are only a few of the new models in up-to-date DISPLAY EQUIPMENT that will be shown in our Booth at the I. A. D. M. Convention, August 6th to 9th, Planter's Hotel, St. Louis.

Our latest catalog sent on request

NORWICH

NORWICH NICKEL & BRASS CO.
NORWICH, CONN.

NEW YORK
712 Broadway

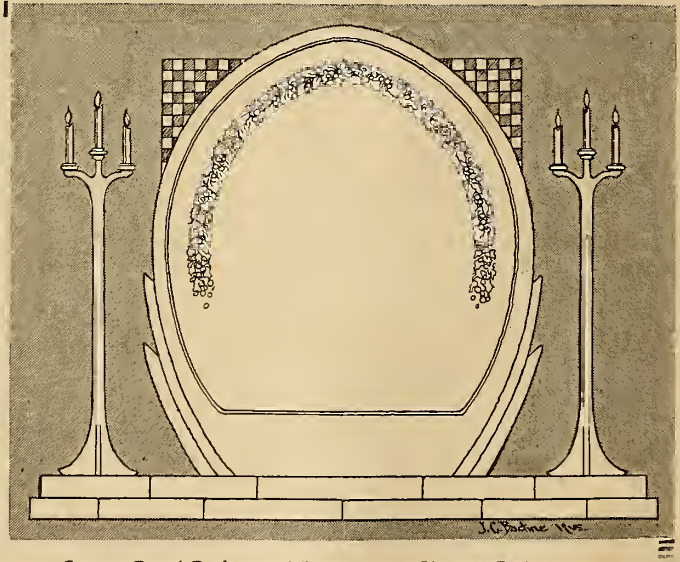
Salesrooms

BOSTON
26 Kingston St

NORWICH

Compo Board for Back-Grounds

Compo-Board, the old original and reliable, is the favorite with expert designers and leading display men. These are the men who know from experience what is practical and best for their varied uses. The very nature of **Compo-Board** makes it available for any sort of use for window backgrounds and store interiors.



Compo-Board Background Design, by J. Clarence Bodine

Compo-Board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. **Compo-Board** is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book which is printed on the best of paper and tells in an interesting way all about **Compo-Board**. Send for sample and copy of this book, it's free.

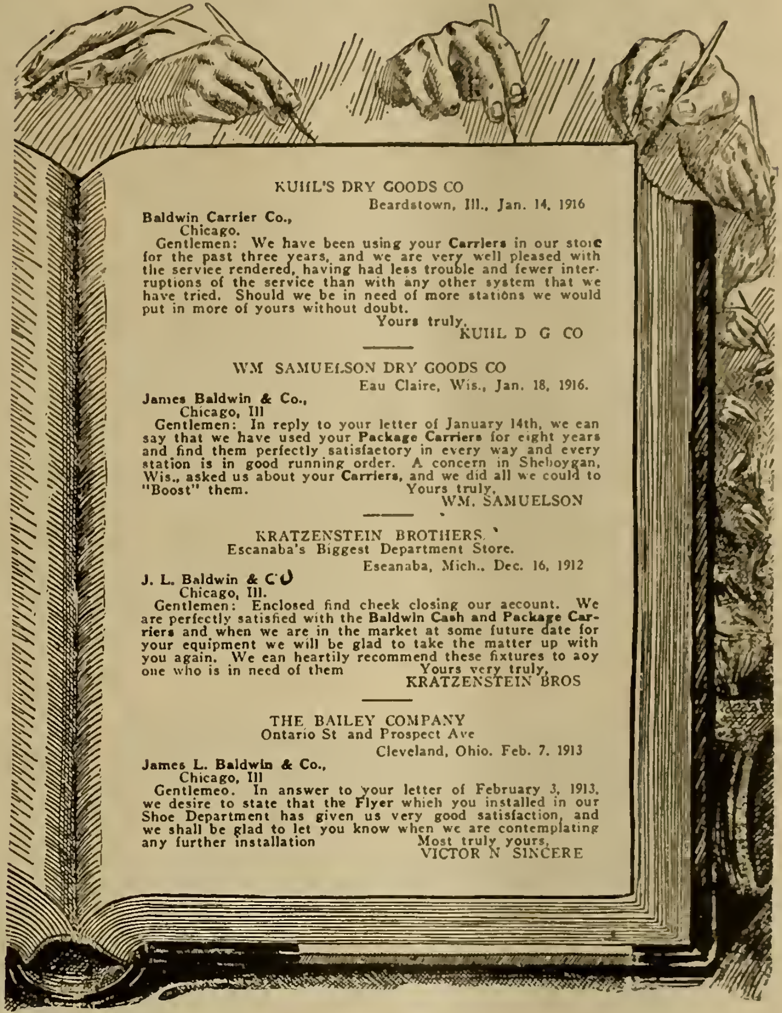
Compo-Board Co.
1404 LYNDALE AVE. NORTH
MINNEAPOLIS, MINNESOTA

Bound
Periodical
APR 17 1918
247843
BIND JA2'34

A PAGE FROM OUR BOOK OF SATISFIED USERS

We have hundreds and hundreds of such letters. This is an assurance to you that the Baldwin carriers will serve your purposes most satisfactorily.

Read These Letters



KUHL'S DRY GOODS CO
Beardstown, Ill., Jan. 14, 1916

Baldwin Carrier Co.,
Chicago.

Gentlemen: We have been using your **Carriers** in our store for the past three years, and we are very well pleased with the service rendered, having had less trouble and fewer interruptions of the service than with any other system that we have tried. Should we be in need of more stations we would put in more of yours without doubt.

Yours truly,
KUHL D G CO

WM SAMUELSON DRY GOODS CO
Eau Claire, Wis., Jan. 18, 1916.

James Baldwin & Co.,
Chicago, Ill

Gentlemen: In reply to your letter of January 14th, we can say that we have used your **Package Carriers** for eight years and find them perfectly satisfactory in every way and every station is in good running order. A concern in Sheboygan, Wis., asked us about your **Carriers**, and we did all we could to "Boost" them.

Yours truly,
WM. SAMUELSON

KRATZENSTEIN BROTHERS
Escanaba's Biggest Department Store.
Escanaba, Mich., Dec. 16, 1912

J. L. Baldwin & CO
Chicago, Ill.

Gentlemen: Enclosed find check closing our account. We are perfectly satisfied with the **Baldwin Cash and Package Carriers** and when we are in the market at some future date for your equipment we will be glad to take the matter up with you again. We can heartily recommend these fixtures to any one who is in need of them

Yours very truly,
KRATZENSTEIN BROS

THE BAILEY COMPANY
Ontario St and Prospect Ave
Cleveland, Ohio. Feb. 7. 1913

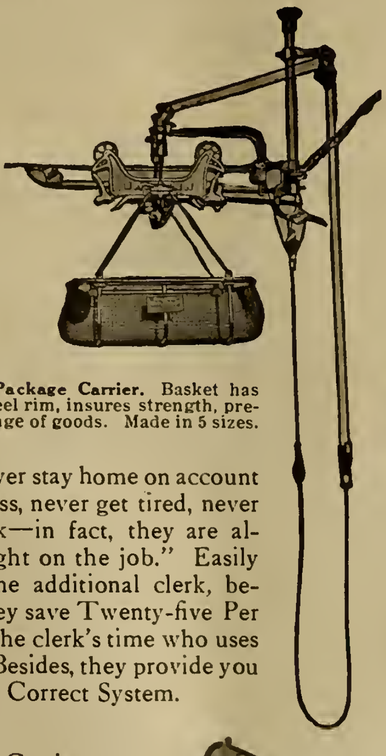
James L. Baldwin & Co.,
Chicago, Ill

Gentlemen. In answer to your letter of February 3, 1913, we desire to state that the **Flyer** which you installed in our Shoe Department has given us very good satisfaction, and we shall be glad to let you know when we are contemplating any further installation

Most truly yours,
VICTOR N SINCERE

Our 1917 Models

are the very latest refinements in Cash and Package Transmission.



No. 17 Package Carrier. Basket has pressed steel rim, insures strength, prevents damage of goods. Made in 5 sizes.

They never stay home on account of sickness, never get tired, never talk back—in fact, they are always "right on the job." Easily worth one additional clerk, because they save Twenty-five Per Cent of the clerk's time who uses them. Besides, they provide you with the Correct System.

Either of These Carriers Are Real "Live Members" for Your Sales Force

Baldwin Carriers are the result of twenty-five years' experience specializing in wire line carriers. As specialists we can serve you BETTER.

James L. Baldwin and Co.
352 W. Madison Street, Chicago

USE THIS COUPON

James L. Baldwin and Co.
352 W. Madison Street, Chicago

Please send me full information about

☐ Cash Carriers.
☐ Package Carriers.

Name ....

Town ....

State..... ....

Size of Store ....

ONYX PAPER

A new, practical and ideal paper for original and effective and artistic window trimming

Plan now to use it for your

Fall Opening Windows

¶ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

¶ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

¶ Now being used with splendid results by leading display men throughout the country.

¶ In stock in convenient size in many different colors and patterns.

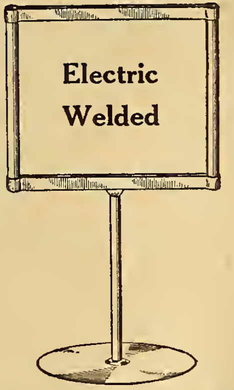
Illustrated Booklet

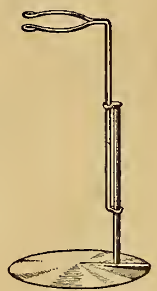
Contains new and original background ideas. Also complete line of samples of all the different patterns of Onyx Paper. Sent free of charge. Write for one today.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.

WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +
Experience, Service, Satisfaction
and
Reliability
Send For a FREE New Catalogue

Polay Fixture Service Inc.
519-521 N. Halsted St. CHICAGO, ILL.





"JAXON" DOLL STANDS

PRICE CARD STANDS
Nickel, Gun Metal or Oxidized.
"T" Stands, Easels, Display Racks, Etc.

Adjustable—6 sizes.
Lustre Finish.
Catalog No. 26
Upon Request.

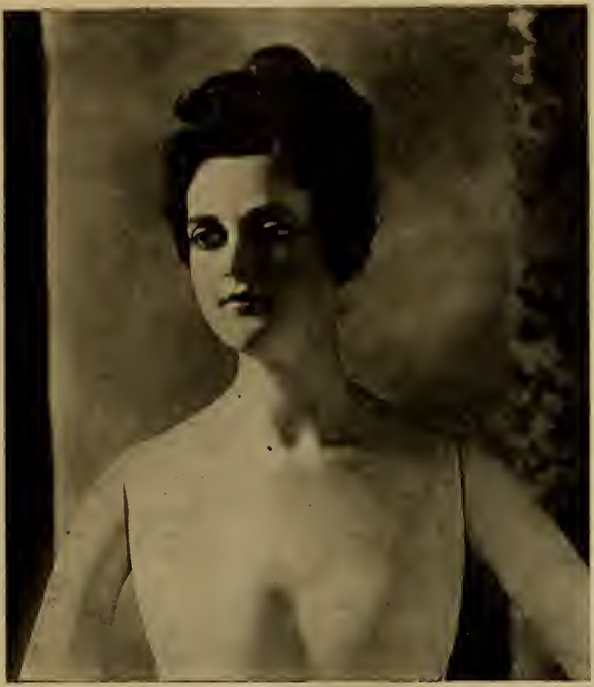
J. B. Timberlake & Sons, Mfrs.
Jackson, - - Mich.

LEARN SHOW CARD WRITING

17 CHARTS of practical instructions for the beginner. Specimen cards beautifully designed in six colors and bronze. Specially ruled practice paper to make it all the simpler Sent prepaid upon receipt of price............................ $1.50

The Merchants Record Co., Chicago

A Glimpse At New Models



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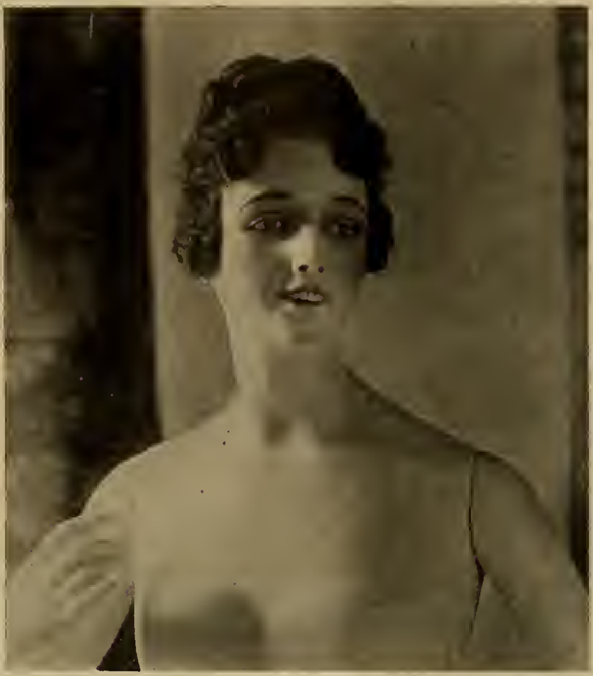

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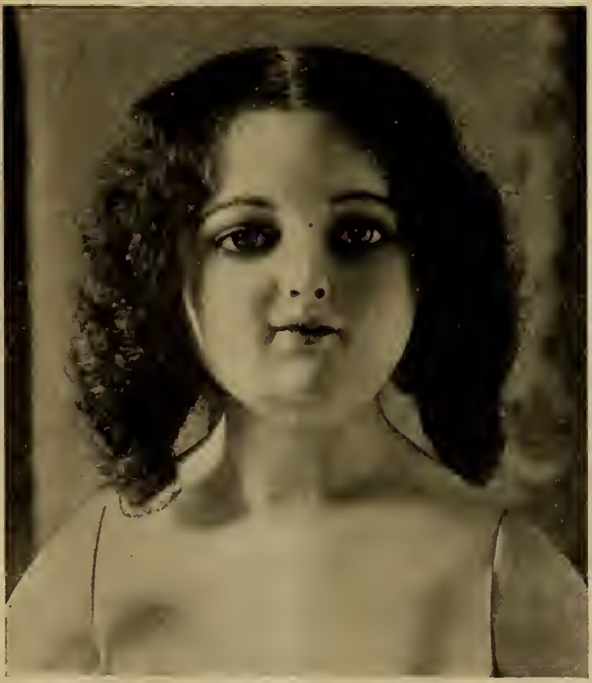

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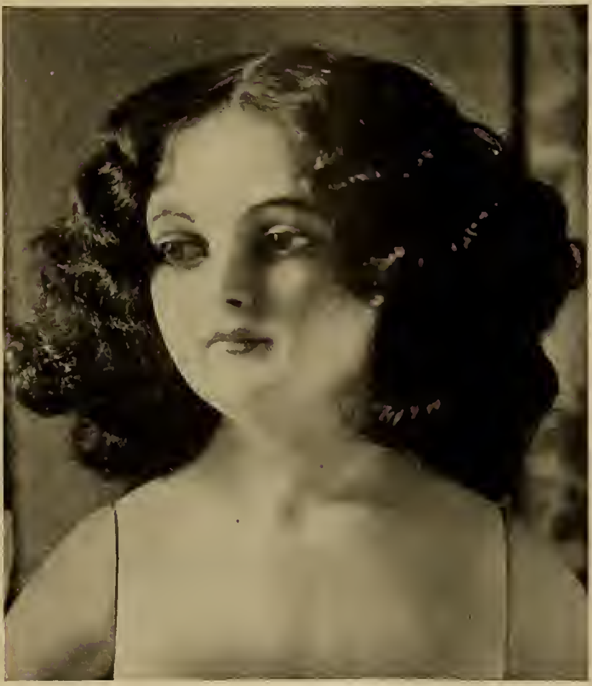


No. 1362

Yours for quality Wax Figures

French Wax Figure Company

70 West Water Street, Milwaukee, Wis.

American Merchants Syndicate Building
153-9 East Superior Street, Chicago, Ill.

405 Chamber of Commerce, St. Paul, Minn.
202 East Fourth Street, Los Angeles, Cal.

Convention Visitors: When in St. Louis, August 6-9, look for our exhibit in Booths 34 and 35

See Our Fall Line of New Designs and Colorings

Both at St. Louis Convention and
Chicago Display Room and Factory

See the New Creations of the Foremost Display Men. We have been complimented that our line this year is better than ever and we have always shown the Best; Newest, Most Exclusive and Unique Designs and Colorings.

Write for Fall Catalogue

L. BAUMANN & CO.

Leading Importers and Manufacturers

357-359 W. Chicago Ave. *CHICAGO, ILL.*

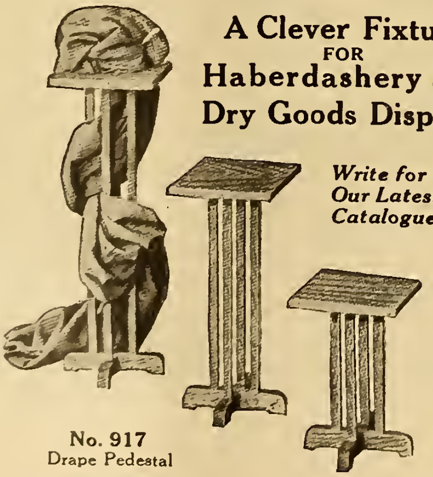
ORDER EARLY—ORDER NOW

Goodform
TRADE MARK

Window Display Fixtures
"ALL CONNECTIONS METAL"

A Clever Fixture
FOR
Haberdashery and
Dry Goods Displays

Write for Our Latest Catalogue



No. 917
Drape Pedestal

		Price Each
12 in. high,	8 x 8 in. top	$1.00
18 " "	9 x 9 " "	1.50
24 " "	9 x 9 " "	1.75
30 " "	10 x10 " "	2.00

State finish wanted when ordering

HINCHER MFG. COMPANY, of INDIANA
305-311 South Fifth Avenue, Chicago, Ill.

N

PLUSHES VELOURS
VALANCES & PANELS
TRADE
NADECO
MARK
DRAPE SHADES
EFFECTIVE BEAUTIFUL

Do not fail to visit our New York Salesroom when on your buying trip.

234 Fifth Ave., corner 27th St.
NEW YORK CITY

Write today for Catalogue—R—and sample plushes.

Live salesmen wanted

NATIONAL DECORATIVE CO
Designers & Manufacturers
CAMDEN : NEW JERSEY

AN INVITATION

¶ While attending the annual convention of the International Association of Display Men at St. Louis, you are cordially invited to make our booth—No. 32—your headquarters.

¶ Window display merchandising—making buyers out of passers-by—is a subject in which we—as well as you—are vitally interested—and our representatives will be glad to hear your suggestions and discuss your problems with you.

¶ We are designers and builders of your tools of trade—display fixtures that make buyers out of passers-by.

¶ Let our representatives tell you why display fixtures, designed by men of long experience, built honestly to endure and to give full service are cheapest in the long run.

HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN
NEW YORK SALESROOM 35 W. 32nd. STREET
CHICAGO SALESROOM 234 S. FRANKLIN ST.

Display Men

We extend to you a most cordial welcome to our headquarters at the St. Louis Convention.

You will find us in

Room 444 of the Planters Hotel

where we will be prepared to entertain our many old and new friends.

We will have on display at the convention a wonderful array of new decorative ideas for your fall and holiday displays.

Look us up as soon as you reach St. Louis and make yourself at home. Have your mail addressed in our care and we will see that it reaches you safely.

If you cannot meet us at the convention, write now for our big fall and winter circular that is on the press—you will find it mighty interesting.

The Botanical Decorating Co.
208 W. Adams St. Chicago

A Great Western Form

is just as good as its name—and its name is associated with the best forms made during the past thirty-six years.

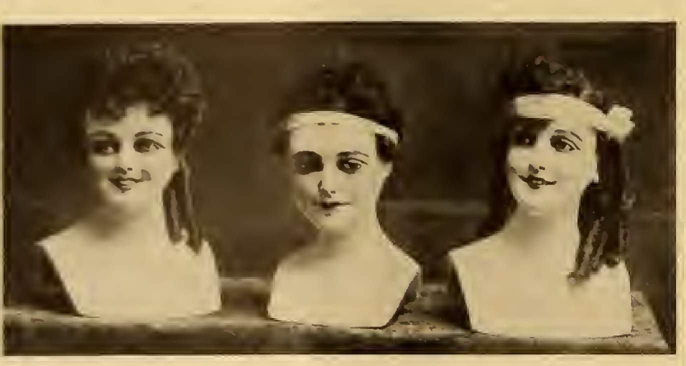
Why not try a form with a beautiful flesh colored enamel bust, to liven up those sales now? We have them in every model you could desire, with wood legs or on a base and standard.

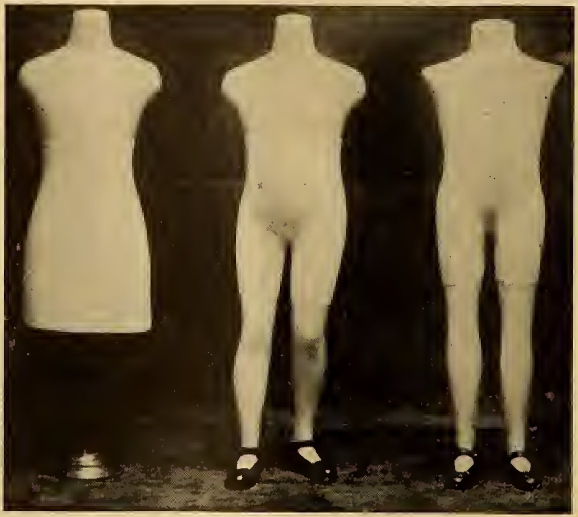
Write for prices on our fixtures and wax figures as well as forms.

GREAT WESTERN FIXTURE WORKS
SUITE 616-618 MEDINAH BLDG.
178 West Jackson Blvd. CHICAGO

Feldman's Humanized Figures and Forms

DON,T you think we are justified in applying the word "Humanized" to Feldman's Wax Figures? We want you to see the originals of these newest heads—illustrated herewith. They are almost speaking likenesses of the human face.



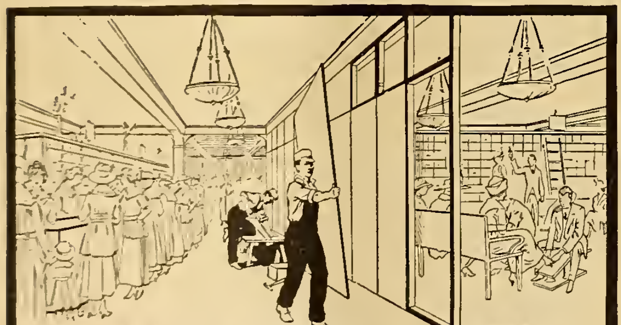


Feldman's latest models in papier mache forms are also ready for delivery. We illustrate herewith three forms just to give you a glimpse of our new line. This is the first showing of these "Humanized" forms.

If for any reason you lack information on Feldman's patented ball socket, the washable, non-cracking, enamel finish or any other of our very many special features, please write us today.

To all attending the St. Louis convention, August 6-9, we extend a cordial invitation to headquarter at our booths. At any rate see our line—write for our latest catalog.

Feldman Fixture Company, New York **24-26 West Thirtieth Street**



NO INTERRUPTION to BUSINESS WHILE REMODELING!

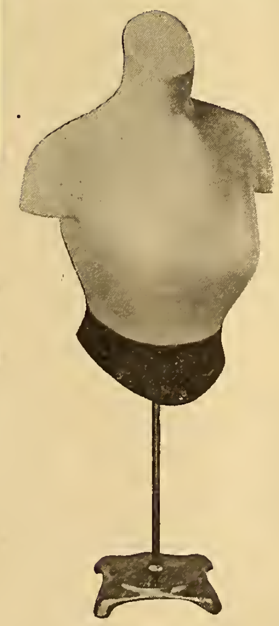
Great department stores everywhere are building partitions, booths, special display rooms and backgrounds and are making alterations and repairs every business day with

CAREY
Ceil-Board
SUPERSEDES PLASTER
For Walls and Ceilings

Business goes forward as usual. No dirt. No delay. The store carpenters erect a simple frame work and cover it quickly and neatly with Ceil Board. Finished in natural hard wood grain to match the woodwork or in plain gray to be tinted or painted in harmony with the walls. The results are perfect. The cost is slight.

Write for samples and booklet

The Philip Carey Co.
1030 Wayne Ave., Lockland Cincinnati, Ohio



No. 74

This highly attractive form is enameled in a natural flesh tint. The belt is covered with plush. The entire form is moulded with life-like effect, and the projecting shoulders give a natural appearance to the sleeves of the waist. Mounted on 8-inch base, statuary bronze finish. Price $4.75 each.

Established 1898

The Reason Why

over 50,000 of our enameled forms are in use today, **merits your consideration.**

Because

we have been manufacturing display forms for the last 19 years.

Every form has our guarantee of perfect workmanship back of it.

You buy direct from the factory.

We make display fixtures for every requirement

Send for our new catalog.

Co-Operative Display Fixture Co.
143 Grand Street
New York

—*Off the beaten path*

¶ The old road may be "easy going" but it is the unblazed trail that leads to big things—to wonderful possibilities—to increased activities. We are using the unblazed road in the Display field—creating new things for the displayman, things off the beaten path.

—*Display Ideas that are different*—

¶ This is our hobby. The Adler-Jones line is full of new ideas in *Artificial Flowers* for "smart" trims—novelty floorings, paper mache goods—all made in our own factory. Write for our catalogue. Learn about *Adler-Jones Service.*

The Adler-Jones Co.
333 So. Market Street, Chicago, Ill.

In St. Louis, Aug. 6, 7, 8, 9, for I.A.D.M. Convention
HOTEL PLANTERS

"WHAT SHALL I SELL?"

The great problem of the beginer in the furniture business, as well as thousands of retailers everywhere, is the proper selection of the "best sellers." We have published a new 1917 copyrighted book giving reviews of over 500 fast sellers, wholesale sources of supply, suggestive selling plans and other valuable information.

Published at $1.00. Introductory price per copy to you only 50 cents prepaid

HOW SHALL I SELL IT?"

Another big question—but our booklet of 15 Complete Lessons in "Successful Salesmanship" contains just the information and instructions to help you win out.

Price same as "500 THINGS TO SELL"—only 50 cents prepaid

"HOW TO WRITE CONVINCING ADVERTISING MATTER"

A series of 18 clear and comprehensive lessons designed to teach you quickly the art of writing convincing, result-producing advertising matter for YOUR BUSINESS.

Priced at $1.00, but offered for introduction for only 50 cents per copy prepaid

ALL THREE BOOKS PREPAID FOR ONLY $1

Address W. CLEMENT MOORE, Publisher
NEW EGYPT, N. J.

ASK MOORE about your business plans, mail order ideas, or advertising questions. First answer to all enquiries free. 15 years' experience. Expert service in writing, planning, illustrating and placing advertising. Booklet free.

W. CLEMENT MOORE, New Egypt, N. J.

The Oscar Onken Co.
Display Fixtures and Store Equipment

New Creations in the Onken Line

YOU SHOULD SEND FOR THIS CATALOG

Every Merchant or Window Trimmer Owes it to Himself and His Business to have this 224 p. Catalog of

Wood Display Fixtures and Store Equipment

This is the most comprehensive and instructive Catalog of its kind ever printed—many of the pages, showing actual window trims, will be of great value to the window trimmer.

Many new ideas in Store Equipment will interest the Merchant. This book will be sent to Merchants and Trimmers writing for it on the firm's stationery.

Our New Line of Show Window Screens or Back Grounds, bring out any special grouping to which particular attention is desired

The Oscar Onken Co., 3737 4th St., *Cincinnati, O.*

Annual Prize Contest 1917

Closes December 31, 1917

THIRTEEN VALUABLE PRIZES

One Large Silver Loving Cup, Handsomely Engraved. Four Solid Gold Medals. Four Sterling Silver Medals. Four Bronze Medals.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window displaying world. They are competed in by representative window dressers not only of America but many other countries: To wear one of the medals given by the Merchants Record and Show Window is a distinction of which any window decorator may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering our Annual Contest. In years past many prizes have been won by decorators in comparatively small towns. It is the work that is judged, not the name of the displayman, nor the size of the store. Read the conditions below and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishing store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, etc., etc. Prizes identical with those in class A.

CLASS D—DRAWING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year. The prize in this class is a handsome loving cup, especially designed and engraved for this purpose. Duplicate prizes will be awarded to tying contestants.

Terms of the Contest **Read Carefully**

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the Annual Contest will be entered in the Monthly Contest for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the Merchants Record Company.

All photographs submitted in this competition must be fully described and must be sent us before December 31st, 1917.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the Annual Contest must be marked upon the back of each photograph as follows: "For Annual Contest," with name and address of decorator.

Points To Be Considered in Making Awards

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

SALES—Under this head shall be considered the effect of the display in making sales.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "Merchants Record and Show Window" and two window decorators of acknowledged authority.

The Merchants Record Company

431 So. Dearborn Street
CHICAGO, U. S. A.

The Two Greatest Books I Have Ever Issued

The Utmost in Artistic Effect by Artificial Means
Schack's
Fall Flower Book

Schack's New Fall Flower Book

This is our wonderful new Fall Flower Book for 1917 which we pass on to you *Free* for the asking. It contains hundreds of new ideas at the price you want to pay.

The Flower Books we have issued in the past have been appreciated by thousands of display men but this New Fall Flower Book is absolutely the best we have ever published. *Send for it today. Its Free.*

Ready for You July 15th

These two new books on window and store decoration are by far the best we have ever published. They are filled from cover to cover with new and attractive ideas for Fall decoration. All the suggestions are original and practical and will be appreciated by every up-to-date display man who is looking for something new to use in his windows. Send in your name at once and get these two valuable books

FREE

Always Something New at Schack's

—and this year we are pleased to announce the largest and most complete line of absolutely new and original ideas. Our New Publications illustrate and describe these ideas for the first time and its up to every display man to have these two new books to see the many surprises we have ready for him. This year its

New Papier Mache Novelties
Fruit Garlands
Tif-Na-Tone Flooring
Embossed Metallic Ornaments
Cut Out Poster Figures
Birds, Parrots and Peacocks
New Lattice Effects
New Flowers and Units
Fountains and Scenic Panels

Schack's
Book of Suggestions
for the Display Man

Schack's New Suggestion Book

This New Suggestion Book for the Display man is all that the word suggestion implies. You will find it filled from cover to cover with hundreds of ideas and suggestions which will prove "thought starters" for every decorative problem.

Every display man in the country should have this wonderful book on his desk at all times. Send for it today. *Its free for the asking.*

Visit Our Studio On Your Way To and From the Convention

For months the artists in our special creative department have been busy creating new designs and decorative schemes in our studio. No expense has been spared to make it the most attractive and helpful place you could go. The benefit you will derive from seeing the new and original suggestions shown is worth an extra effort on your part to stop off in Chicago on your way to and from the I. A. D. M. Convention and pay us a visit. You never saw such a wonderful studio for decorative ideas in all your life, it will surely surprise you this year. Space will not permit to go into details, just come out for yourself we can assure you the most educative treat in window decoration you ever experienced.

How to Reach Our Studio

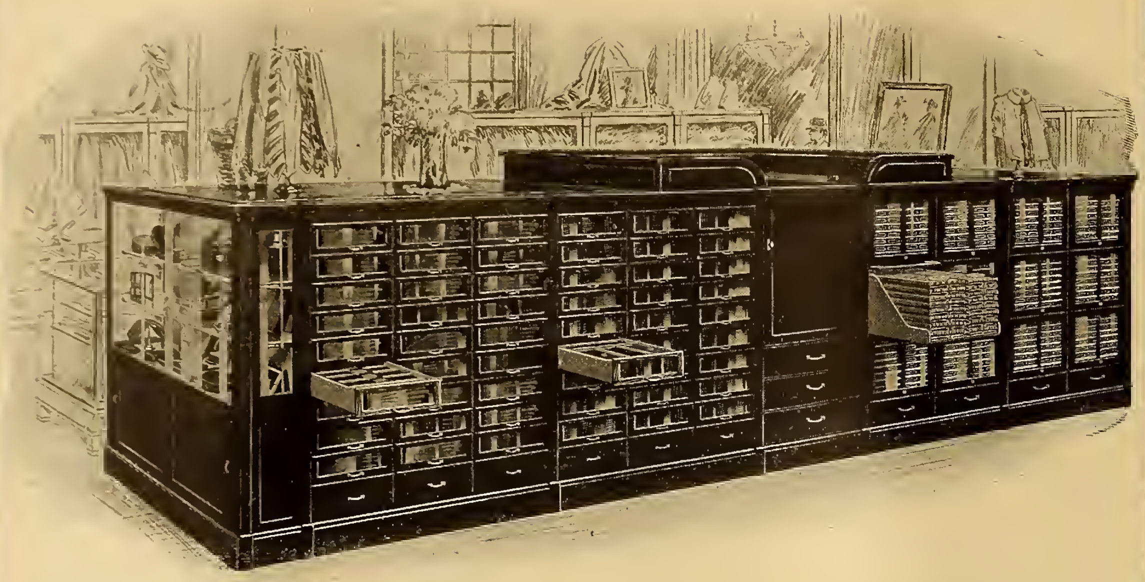
BY ELEVATED—Take Metropolitan Elevated at any Loop Station, using Logan Square or Humboldt Park train. Get off at Robey St. Station and walk two blocks northwest. Time 20 minutes. Fare 5c.

BY SURFACE CARS—Take Milwaukee Ave. or Armitage Ave. car at State and Washington Sts., or Milwaukee Ave. Car No. 6 on State St. Either will take you to our doors in 25 minutes. Fare 5c.

Send in Your Name Today for Our Wonderful New Books—Free

Schack Artificial Flower Co.
1739-41 Milwaukee Avenue
CHICAGO, ILL.

The WELCH-Wilmarth LINES of Grand Rapids



NOW READY!

That invaluable book for merchants we have been mentioning in our advertising—"Method in Merchandising"—is now ready for mailing. If you haven't asked for a copy, now is the time to do it. It is the most comprehensive and serviceable catalog ever gotten out by any store equipment house, containing 124 pages, with some beautiful colored plates.

"Standardized Store Equipment"—which includes clothing wardrobes, mirror alcoves, fitting rooms, wall and center interchangeable units, display cases—eliminates costly special work, insures infinitely superior efficiency, better service, better quality.

Welch Manufacturing Co. Wilmarth Show Case Co.
7 Lyons Street GRAND RAPIDS MICH. 1524 Jefferson Ave.

CHICAGO, 223 W. Jackson Blvd. NEW YORK, 20 West 30th St. BOSTON, 21 Columbia St. ST. LOUIS, 1118 Washington Ave. PHILADELPHIA, 123 No. 13th. St. PITTSBURGH, 701 House Bldg. MINNEAPOLIS, Hennepin at Fourth. DES MOINES, 402 Court Ave. HELENA, MONT., 106 Grand Ave. ROANOKE, VA., 212-214 Terry Bldg.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLI
NUMBER 1

JULY, 1917

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Twenty-Five Cents

LIVE GOODS—RIGHT PRICES

Make Your Goods Move—Avoid The Piling Up Of Unsalable Goods—A Few Questions Of Importance That Each Merchant Should Be Able To Answer

"WHAT are your ideas of good business, anyway?"

From a careful investigation of good business methods as used by the average dealer throughout the country, those of you who are alert and successful would be tempted to ask that question in nine cases out of every ten—for the appearance of so many business houses as well as their proprietors, clerks' stock arrangement and stock selection will show at first glance such a decided misconception of what real business means, that you decide at once that the person back of the business needs to study his work more thoroughly.

Many of us, in fact, who have been successful in a certain sense, will derive considerable profit from a careful examination of our own ideas, plans and habits, as well as our attitude toward our own lines of business.

First, as an introduction to this examination—do you consider the kind of demand which you are trying to meet? Do you measure the demand from the sales of the goods which you offer, or do you foresee the demand in such a way as to offer the goods that are needed? There is a wide difference in these two questions. Hundreds of dealers in America this very minute, while you read this, are no doubt saying to their clerks or assistants, "We are out of a certain article and must order more at once." But the greatest number are saying, "I believe the people who patronize our business would buy—It is new but there is a good sale for it in other places, and I am going to put in a small stock as a trial." And again there are only a very few who are so carefully observing and watching the changing needs and demands as to say, "Here is an article which has been in stock and taking up good space for six months. IT MUST MOVE AT ONCE, even if I only get the cost out of it."

Three observations have been given. Perhaps you have heard them all—but in them is one of the greatest secrets of success. The first indicates that the proprietor has been forced to recognize demands; and that he did not realize what goods were bringing him in his income and that he pays little attention to the matter of salable and unsalable goods. The second observation indicates a dealer alert to demands and determined to offer his customers the newest things in his line. It is safe to assert that he seldom wakes up to find his stock entirely depleted, for the simple reason that he watches the fast selling goods and keeps them replenished constantly. The third observation is also an indication of progress, for it means such a careful eye on salable lines that no unsalable goods are allowed to clog up the stock room and interfere with the success of the business.

It is an excellent plan to go over practically every kind of goods you handle at stated intervals and weed out all goods that are out of demand, out of style, out of use, disfigured, shop worn, or in any way apt to be unsalable. Many dealers object to selling these goods at lower prices than usual, or at cost, but if you figure the amount of time that will be spent in the fruitless handling, moving, cleaning and rearranging of them for five or six months, you will realize that it is more profitable to sell them out at cost and replace with fast-selling goods.

"Do your customers consider your store an absolutely up-to-date store in every way?" Here is another question which it will be well to be able to answer satisfactorily. I remember talking to a dealer in a rather large town in Delaware recently. As I stood in his store I noticed many automobiles

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passing, and practically all of them in the same direction—but occasionally one would be going the opposite way and the latter would be loaded with bundles of various kinds. "Where are all these people going?" I asked. "To Wilmington," said the dealer. "And where are the others coming from?" "Wilmington," he replied. "What do they go to Wilmington for?," I persisted. "To buy their supplies," was the answer.

The secret of the whole matter was that he was driving his customers into Wilmington because he did not realize that he must keep what the people need and demand. In his store were vast piles of unsalable goods which he was not willing to unload because he would have to reduce it to do so.

There has been such tremendous advance in methods of communication and transportation in recent years that it is absolutely necessary for the business man to be absolutely up-to-date in every way—at least so far as his means will allow and conditions demand.

To be thoroughly progressive you should study the various periodicals, devoted to your particular line of business, because the information contained in them from a literary sense is of such a nature, as a rule, that you will be greatly benefited if you apply the plans and ideas of your own business, and in addition to this advertising of the manufacturers and wholesalers will keep you in touch with the new things just as they are put on the market.

The reason many dealers fail is because they work too much with their hands and not enough with their heads. They are mentally lazy and in consequence their powers of reasoning have reached a condition where they cannot be depended upon. Use your brain more and your hands less. Don't be afraid to use either, when they are needed, but if your business is of any consequence at all, it will need more of your brain power than it will of muscle.

In conclusion there are a few more important questions which may be noted down and you can try the process of being able to answer them all affirmatively.

What is the actual monthly expense of your business?

Of the total expense, which particular single item is the greatest? Why?

What are your monthly receipts?

Of the total receipts, which particular line of goods shows the largest amount?

Does the line which has brought you the most receipts also bring you the greatest PROFIT?

What percentage of your sales is spent for salaries, for advertising, etc.?

How much money is represented by the credit accounts on your books?

How much do you owe?

What is the approximate value of the stock in each department?

Can you tell which articles net you the greatest clear profit each year?

Think over the above questions and reason out the answers carefully. Perhaps they will reveal some truths to you which you have never taken time to consider before.

DISPLAY BY D. W. MOYER FOR CHAS. A. STEVENS BROTHERS, CHICAGO, ILLINOIS.

FITTING SETTING TO THE MERCHANDISE

Article 2

By

George A. Smith

EDITOR'S NOTE: When George A. Smith assumed charge of the United States Rubber Company's displays, he considered it his first duty to consider every angle of the new problem that confronted him. The new position made it necessary for the display man to handle many things that he had not had the opportunity to handle before from a display man's point of view. Mr. Smith, however, had long since learned thoroughly the principles of the display profession and found little difficulty in handling this new work. The problems were vastly different than those which had previously been handled by him, since the displays were not to sell directly but to advertise and create the desire for them. Then, too, this new field demanded that displays be out of the ordinary, so much so as to create an extraordinary impression and one that would be firmly imprinted on the mind of the observer.

In this article Mr. Smith tells how he went about this new work, and discusses in a masterly manner how to "fit the setting to the merchandise."

AS I always have been a great believer of appropriate settings for displaying merchandise properly, I immediately resorted to this medium as one of my greatest factors in producing displays that would be chuck full of the proper atmosphere. While the windows are somewhat small, being only nine feet in length, yet I have the advantage of making them as deep as the setting or merchandise may call for. There are eight windows in all which are beautiful in construction, being strictly uniform throughout. The windows were minus permanent backgrounds, as they had never been used for display purposes to any great extent before.

My first step in taking charge of this display work was to provide a temporary window background, which I had constructed from seven-eighths inch lumber to form the framework of panels which were then backed up with wall board, which I treat in various ways. This treatment provides a very good backing for the various decorative schemes which I work out.

First of all, I find that the use of the cut-out is one of my biggest assets in working out displays that convey forceful messages. These when combined with scenic backings do double fold duty. I do not know of any other method whereby one can bring out ideas in displays of this character more effectively than with this treatment. The nature of the cut-out, how well it is executed by the artist and the position it fills all have a great bearing on the success of the display. Some of them I make very bright in color and humorous in aspect, while others are very conservative and exact in reproduction.

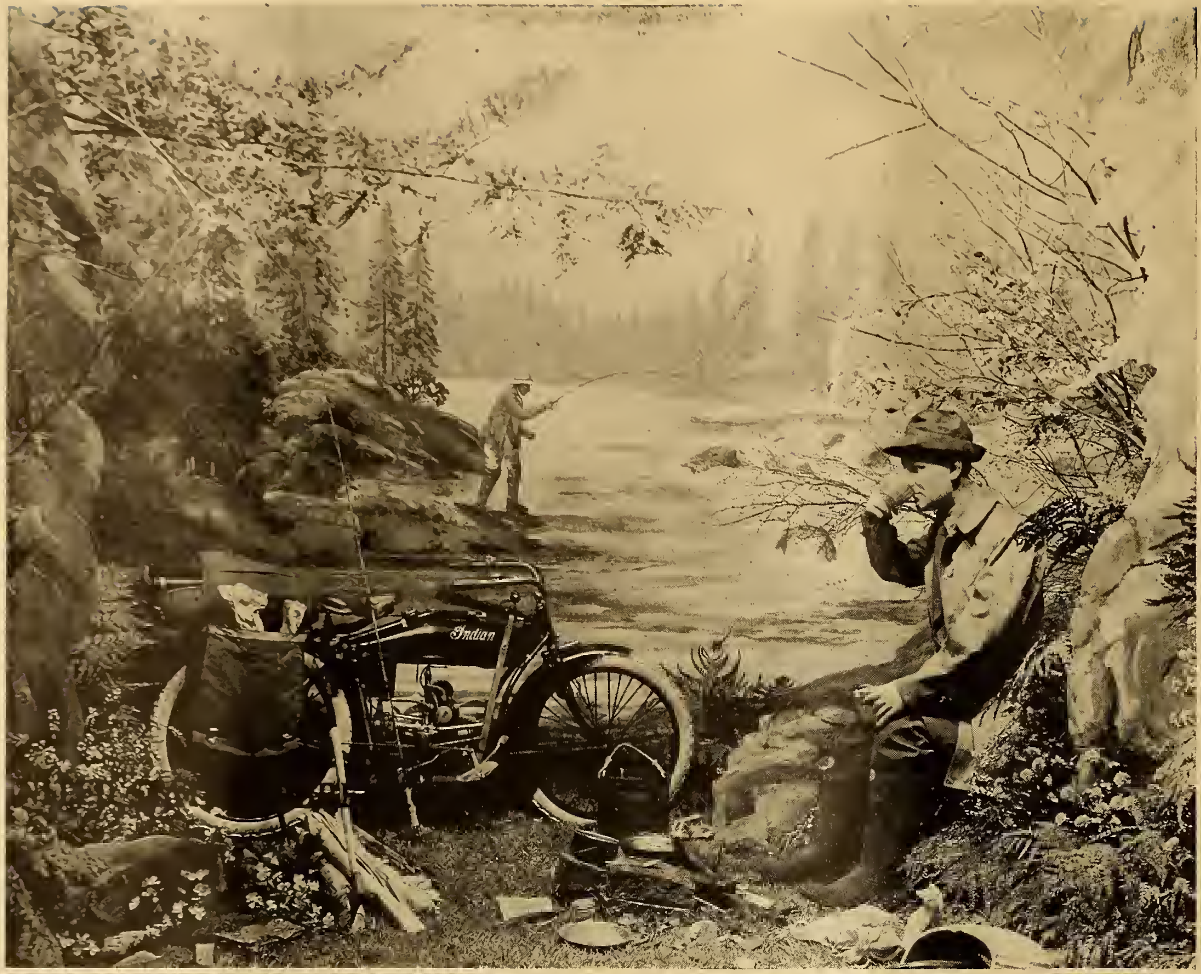
On the other hand, I use the wax figure quite extensively. I also have a leaning toward the use of natural products where I attempt to reproduce very realistic effects. This is quite evident, you will notice, in the displays wherein I have reproduced the out of doors. A good example of this is shown in the accompanying illustration of the trout fishing window.

This display you will find is a good example of exactness and detail work which must be closely adhered to where displays of this nature are being installed. It also brings up a point which I wish to emphasize very forcibly here, and that is, the display man must know his subject most thoroughly or he will not be able to create and inject the proper atmosphere therein. This being especially noticeable where the display man attempts to reproduce an out-of-doors surrounding. If he is not an out-of-door man and does not care for the sport or the subject which he is trying to reproduce, you can rest assured it will not be a very successful display from a realistic point of view. For example, we will use the trout fishing display shown here. The great out of doors has always been one of my failings, putting it in slangy expression, and you can rest assured that it is a good, wholesome failing and one that has brought me a good deal of pleasure and a big measure of assistance in my work of installing displays which call for an out-of-door atmosphere.

In the first place, I am a great observer of everything I come in contact with, especially so when out of doors. In addition to this, I do a great deal of camping out, spending a great many week-ends camping, fishing, and hunting. Therefore, with this desire for the out of doors and familiarity with these sports you can readily see that I should not have much difficulty in reproducing nature very closely in displays that call for such a surrounding.

Naturally being so closely in touch with these things I am inspired to the fullest extent when making such installations. Inspiration in the display profession is in my estimation one of the most essential factors to possess. This does not only apply to the display manager alone, but to most every profession in the world today. Without inspiration very little would be accomplished. You must possess it and must put it to use.

The display manager who does something or says something that is beyond the ordinary tends to inspire others to go and do likewise. When we witness the extraordinary we almost invariably gain a deep persistent desire to possess that power



SPORTING DISPLAY BY G. A. SMITH FOR THE UNITED STATES RUBBER CO.

through which the extraordinary may be performed. This desire draws our minds into higher and finer realms of thought; it makes us want to do more than we are doing; it makes us want to become more, attain more, and achieve more and all our efforts are increased accordingly.

I always have been, as all other display men are, I believe, a great admirer of Mr. Fraser of Marshall Field & Company. His displays have always been a great inspiration to me. I have always studied his work very closely and have had the pleasure of receiving some very valuable information from him on what to do and what not to do in display work. He being a man who does something that is beyond the ordinary, has always inspired me to aim higher and with greater determination than ever before.

Detail is, I feel, one of the most important items in good display work. Without the details worked out carefully the display is minus one of its greatest factors by which it presents its message to the public.

I always make it a point to see that every detail within reach is fully carried out. It is the life of the display and it is by the detail work of the display man that I judge his ability. There is a good many things that may be classed under detail work in displays which the limited space herewith will not permit me to enumerate at this particular time.

Another thing the display man should bear in mind is to see that all displays are timely. This is a factor that should not be overlooked, and unless a display is seasonable it will not convey the message it would have had it been installed at a seasonable time.

Events both national and local can be recognized through your displays and a good deal of capital made from them if gone about in the proper manner. The extent to which you recognize them will of course have to be governed according to the amount of your appropriation which has been set aside for display publicity.

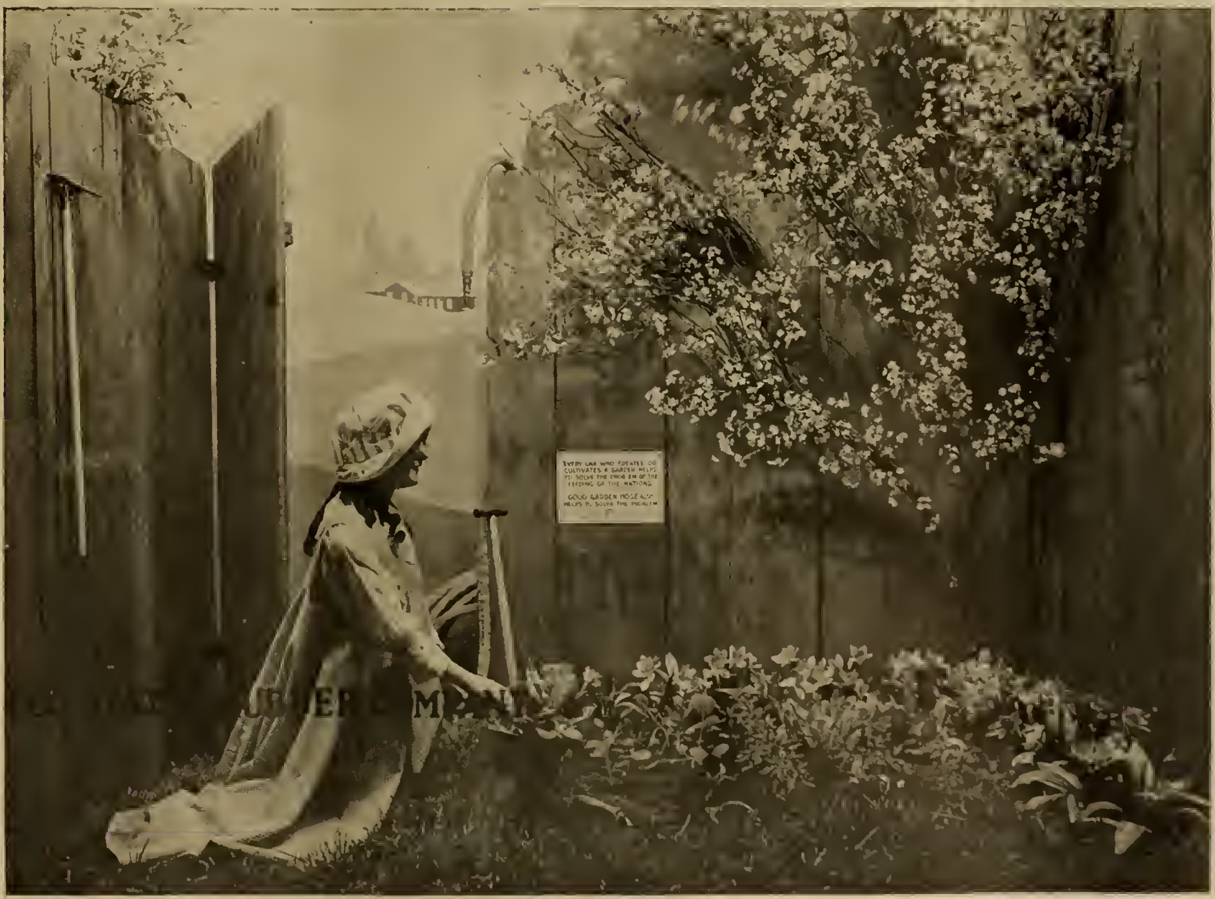
I find it very essential that I plan and construct my displays several weeks in advance of the time for installation.

By this method very little friction in the shape of delays, such as securing materials, etc., which is bound to arise where sufficient time is not allowed for preparation of same. Another important phase of planning your work ahead is to always have on hand an abundance of ideas for the melting pot, so that when you are called upon to originate a new idea for a display of a certain product, you can turn to your storage tank for an idea that will fit the occasion or subject. I always make it a point to make up rough sketches of ideas that come to me during my day's travel or of something that I have seen that I think could be applied to my display problems. For example, I might see some special feature about a growing vine or flower in the park or woods that impressed me as out of the ordinary in color, growth or arrangement. Probably it might be a bed of ferns or a bird that contained something that would attract my attention to it. Then on the other hand I might see some illustration in a magazine or newspaper that appealed to me as strikingly different. In most every instance I make notations either mentally or verbally of all these impressions. By this method I have unlimited amount of information in storage for future reference. To do this successfully the display man must be a most observing person.

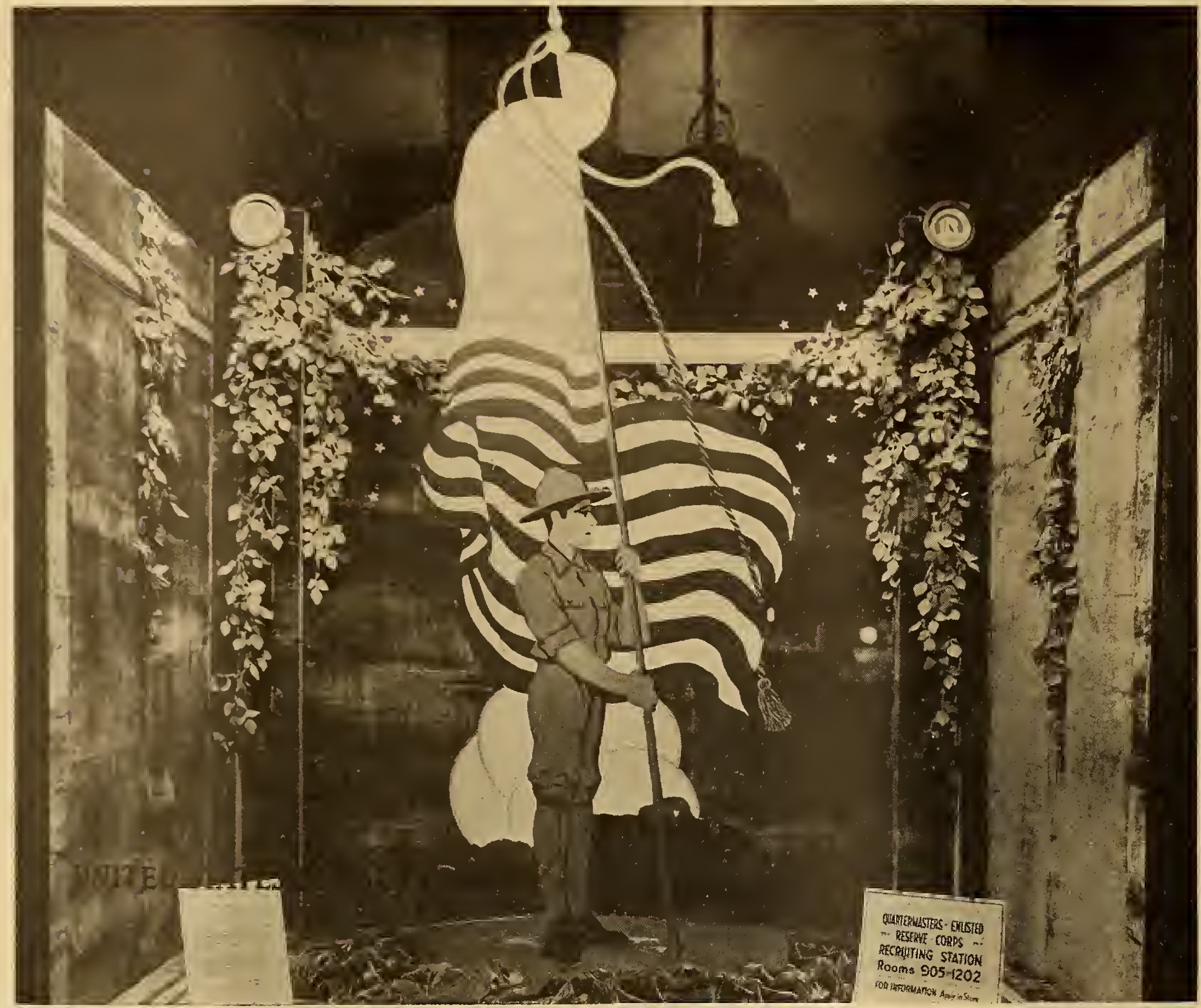
I have selected the four accompanying illustrations as examples of my displays that were installed for the United States Rubber Company and which I feel quite sure back up all of the special qualifications necessary to the display man which I have emphasized in this article. For example, in the display No. 1, I show a display that is decidedly out of doors; and one who never fished for trout, or camped would find it very difficult to install such a display.

This display was used to advertise United States rubber boots for the trout fisherman, United States tires for the motorcycle, also rubber drop cloth hat, etc. The scenic drop was twenty-five feet long by ten feet high, painted in very true fashion to the Maine woods. This was placed over a framework arranged in semicircle fashion. A scenic wing representing trees and rocks was placed at each side of the window back of this and at each side of window I built a dummy foundation from narrow wooden strips over which I placed excelsior. On top of this a facing of sheet moss was placed. This made an excellent foundation to represent the embankment. I then inserted masses of ferns and flowers into this which produced a very finished and real effect.

A grass matting covered the floor. Ferns and flowers were arranged along the entire back at bottom of curtain, producing a very good connecting link. The fisherman you will notice is partaking of a lunch prepared over a fire that he has built, the rocks forming a place over which the frying pan and pail filled with boiling coffee is resting. Real bacon was shown in the pan, as well as real coffee in the pail. This was kept steaming



GARDEN SCENE DISPLAY BY G. A. SMITH, NEW YORK.

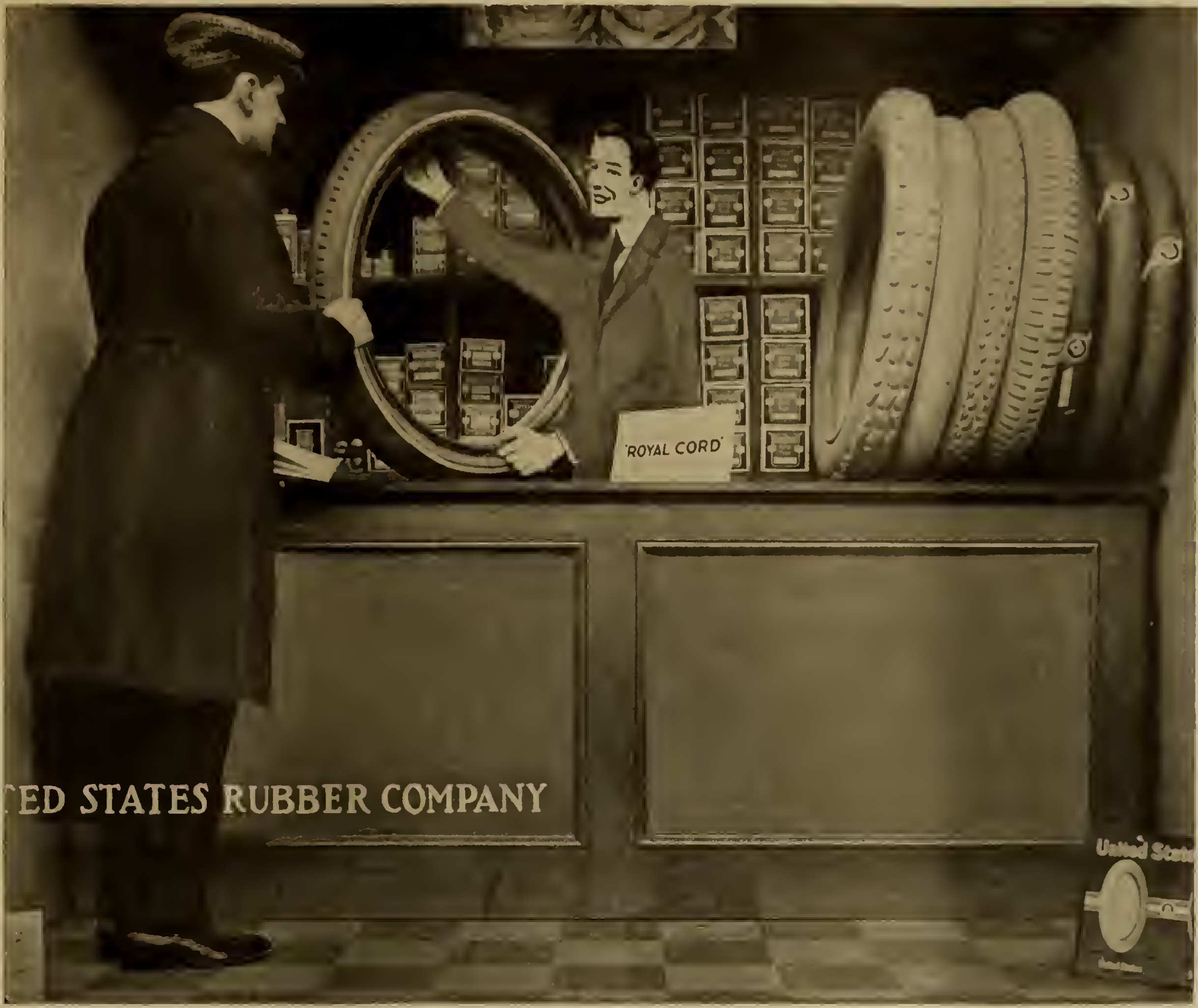


PATRIOTIC DISPLAY BY G. A. SMITH, NEW YORK.

through the use of an electric plate. The fisherman is shown seated in a bed of ferns eating a bacon sandwich and drinking a cup of coffee. Provisions and actual speckled beauty trout were shown in conjunction. The trout were excellent specimens removed from mountain plaques and placed in an overturned creel. They could not be told from trout that had recently been taken from the water. The view of them has been cut off in the picture through a careless photographer. Attention is also directed to the firewood, axe, fishing rod, resting against motorcycle, also pack bags at back of seat on motorcycle. I want to say that real pine, birch and beech trees that were just budding out were arranged at sides of window; artificial plum blossom sprays were also entwined over the branches of a natural plum tree placed just back of fisherman. One week previous to installing this display I had the good fortune to indulge in three days of good trout fishing, so you can readily see that I had the necessary inspiration and made it a point to see that no details were left out.

Illustration No. 2 presents a fine example of what you would call a timely or seasonable display. It represents a garden scene in which United States garden hose was featured and was installed just at the time when President Wilson issued his proclamation in which he stated, "Every one who creates or cultivates a garden helps to solve the problem of the feeding of the nations." This timeliness and unusual make-up of the display caused no end of favorable comment. The special feature of this display lay in the transplanting small cabbage, tomato, onion and radish plants into a garden plot at one end of the window. A heavy tin pan was used for a receptacle in which the soil was placed and covered the entire size of plot allotted for the garden. This was then edged with natural sod and finished off with a border of daffodils extending along the side of board fence which extended around the garden. This fence was made from actual boards painted to represent a weathered effect. Placed back of this is shown a scenic painting representing an outdoor scene.

Attention is directed to the blossoming plum tree in the corner of window and the small one at



SALESMANSHIP DISPLAY BY G. A. SMITH, NEW YORK.

extreme left side of window. A small girl's wax figure dressed in a garden frock is shown in a kneeling position in the act of transplanting a cabbage plant. Garden tools and hose were placed in natural positions. A very pleasing feature of this display but which cannot be seen in the photograph, is a small mounted dog that is peering in at the partially opened gate, looking at two sparrows at the opposite side of the garden, which were arranged in a fighting attitude. This display remained intact for four weeks and was watered every other day, also weeded each week. During this time the tomato plants grew to a height of eighteen inches or more. This made a very interesting display, for the reason that the public was interested in seeing the plants grow from day to day.

Reproduction No. 3 shows a patriotic display wherein no merchandise was shown. This represented an army poster and was painted on wall background and sawed out, forming what is called a poster cut-out. The background and floor of window was covered with a royal blue plush. Foliage consisted of rose leaf sprays tinted with the air brush from a deep to a light blue. Small silver stars were pasted to the back and sides of window, producing in all a very striking display. A navy poster treated in a like manner was used in another window at opposite end.

Illustration No. 4 presents a display chuck full of human interest and which sets forth an actual every day transaction over the tire counter. The display represents the interior of an auto supply shop and shows the clerk in the act of selling a tire over the counter to a prospective customer. An actual shelving and counter was provided, as well as a tile floor to produce a most realistic effect. Tube and cement boxes, etc., were arranged in shelves. Several tires were also placed on the end of counter. The salesman was a cut-out and the customer a wax figure.

* *

HE who attends the Convention of the I. A. D. M. and fails to attend the "surprise party" will have something to regret for years to come. An air of mystery surrounds this particular event but we have been told that it will be the biggest thing "pulled off" in years. We are going to be there.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

This Department Conducted by G. Wallace Hess

THIS month we show the capitals which belong to the three lower case alphabets shown last month.

It is always well to remember that a page of all free-hand pen lettered caps never looks well as shown here—nor will any card or line of lettering made of all caps of these three styles look well. On the contrary, the last two, the engrosser's text or mediaeval, and the old English should never, under any circumstances be used as all caps—an exception might be made in favor of the first—the rapid marking style, but even this I would not use myself.

In the last fifteen years more cardwriters have told me they could not get a white opaque color to work on Soennecken pens.

Ordinarily—though liking it—I shun white lettering. However, I letter many photographic mounts where same must be used and where clean-cut lettering is expected, where blots and heavy flooding "won't go."

French zinc white is off the market, but one firm at least, in this country, today is making a French process zinc white that excels the genuine French article so far as its use for our purpose is concerned. French process zinc is worth wholesale today about thirty-five cents a pound. Retail it is worth about fifty.

I do not place much faith in the intelligence possessed by clerks in paint stores in small towns, but it won't hurt to try for a quarter pound and ask them if they absolutely know it is French process zinc made by the oldest color maker in the States.

Take about two ounces of the white, place in a thick glass tumbler such as you get in a ten-cent store—avoid a thin one lest it break in your hand—add a scant teaspoonful of a common mucilage (I have had as good luck with Carter's Extra Adhesive for this purpose as with a pure home-made gum arabic). Add about eight to twelve drops of glycerine—minimum dose for winter, maximum for summer. Add just enough water to make a thick, "pasty" pulling batch. Then, with a round stick, free from splinters, start grinding and thin down after about five minutes of this work with water from a squirt bottle such as a barber uses. Keep in a screw top jar and keep covered as much as possible.

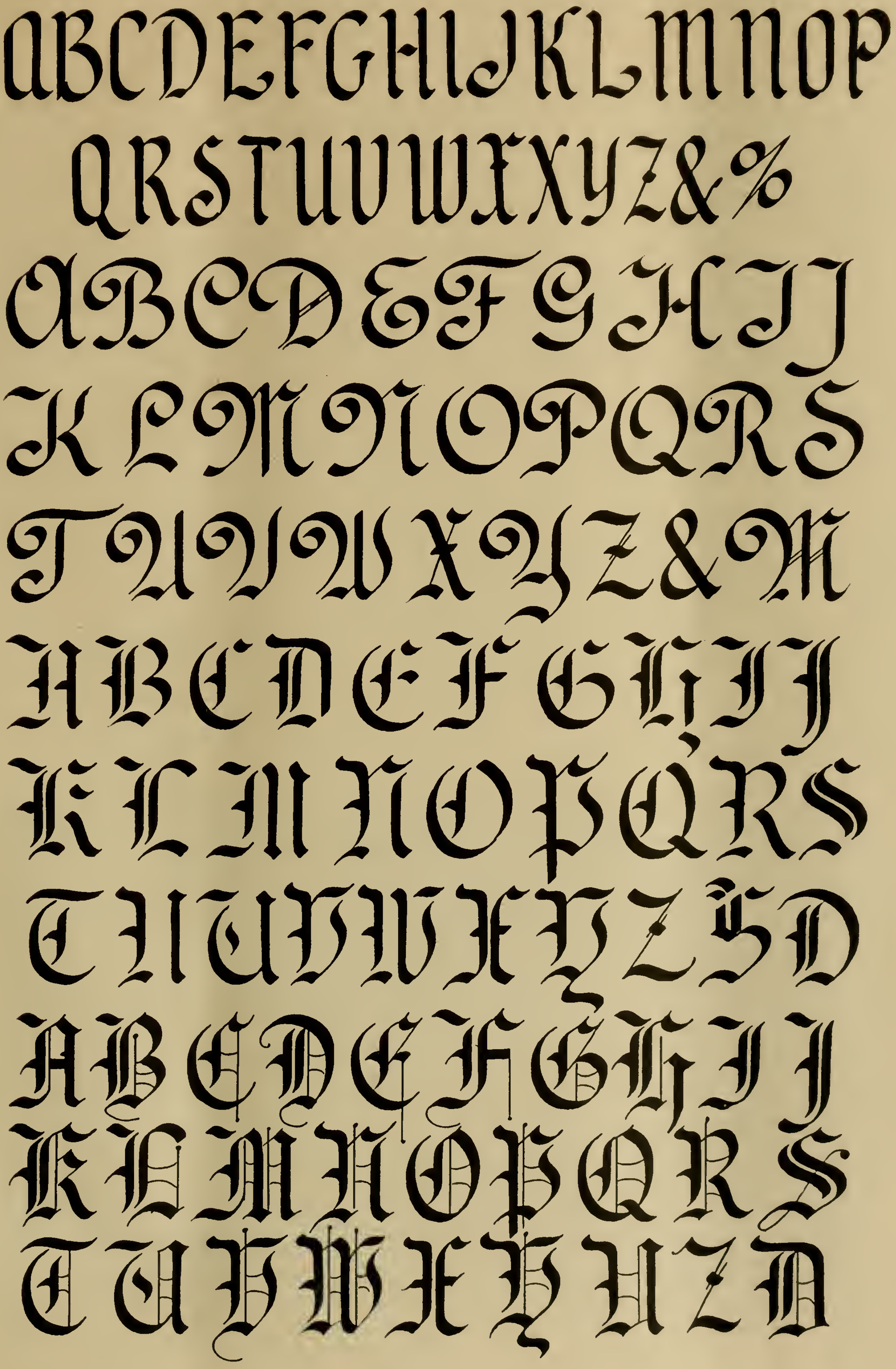
When using for pen work keep well stirred. Remember that color must be fairly thin to flow well, but when it is tempered just right you can make as small a letter with a number four pen as in the fifth line of round-hand in last month's article—and as clean cut. Remember that a pen cannot be used successfully on the hairy poster style of mat boards or the melton boards.

The linen finished tans, grays and black work fine.

There is also to be had in the drug trade, Hubbock's English Zinc Oxide—the highest grade zinc there is. It is made in England. It is scarce and sells for a dollar a pound. It is used in the manufacture of the finest zinc ointment. I don't care much for it for lettering, *but,* you fellows who want to use white in an airbrush will find (mixed same as stated) it will go through the finest point of any airbrush without clogging. These whites also work well on the music pen—when thicker they work well with the brush. Try the first out at least. Tell me how you make out.

On Soennecken pens, size three and smaller, white can be used successfully without a retainer. Dip pen in and jerk off surplus color. If color is too thick it won't flow. Try different consistencies and keep mucilage down to minimum. Care must also be taken with the ink retainers. The last shipments of Soennecken retainers showed new dyes had been made and a change made in shape. They are not as good as the old style. If retainer seems made out of half-hard spring brass and does not bend easily, heat it red hot in a flame to take the temper out and it will bend readily. The under prongs of a retainer should be bent upward a little; the top prong must not be too close to pen or too far from it. End of retainer about a sixteenth of an inch back of end of pen. If ink flows with difficulty experiment with retainer a little or thin ink, or do both.

Referring to black ink, in better kinds of text lettering where we are using pens numbers one to three, we do not use an ink retainer with the thick India inks. Here we use an old pen (a new one won't work in this manner because it has become a little corroded and will retard the flow of ink) in the following manner: Wipe dry; grip nibs of pen between ball of thumb and index finger so that you get pen not over an eighth inch back. Grip hard and pull pen out twice or thrice. The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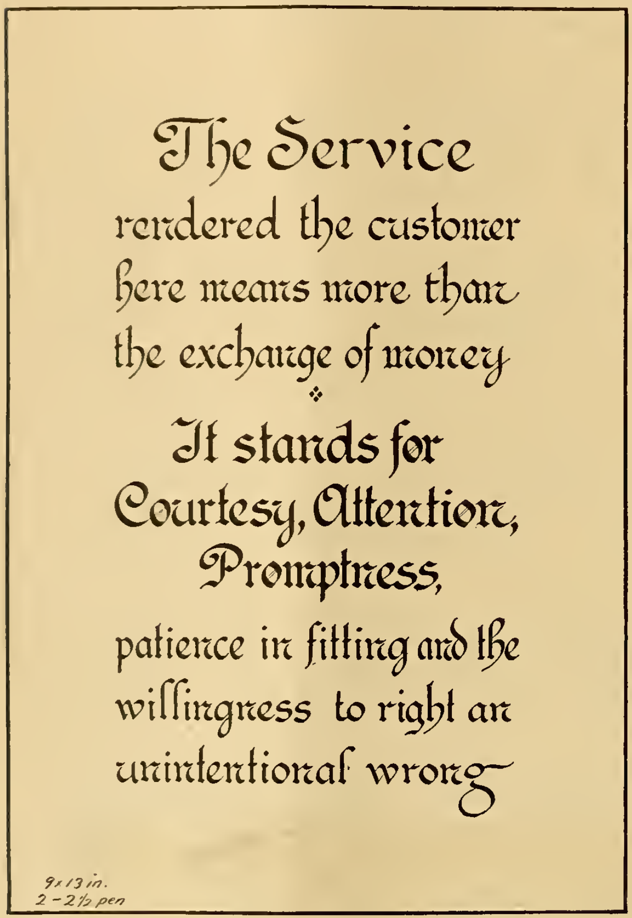
natural oil of your hand will grease the end of pen. Now put a drop of India on top hollow of pen and a touch underneath on the ball—use sparingly at first. Try to letter. The ink runs down the slit and will stop covering surface of top or bottom of pen where it has come in contact with your fingers.

That is the way the four lines were lettered in last month's issue. "Too slow," you will say. Not when skilled—and I'll letter two lines with one application. For showcard work I wouldn't advise this method unless you especially want sharp, clean letters. If you get too much ink on and it runs down and floods greased end, wipe and repeat.


The Service
rendered the customer
here means more than
the exchange of money
It stands for
Courtesy, Attention,
Promptness,
patience in fitting and the
willingness to right an
unintentional wrong
9x13 in.
2-2½ pen

If stick india ink is used, it is ground up in a slate slab, using only a teaspoonful of water. Grind with a circular motion until water is jet black. Keep glass cover on slab when not using ink. Must be ground fresh at least every forty-eight hours—every twenty-four is better. This ink is not waterproof but the finest small lettering can be done with pens size three and smaller by just dipping in ink without use of a retainer or greasing pen.

By taking the common waterproof india ink of commerce, you can thin it a little with a medium made of four drops of ammonia to an ounce of distilled water.

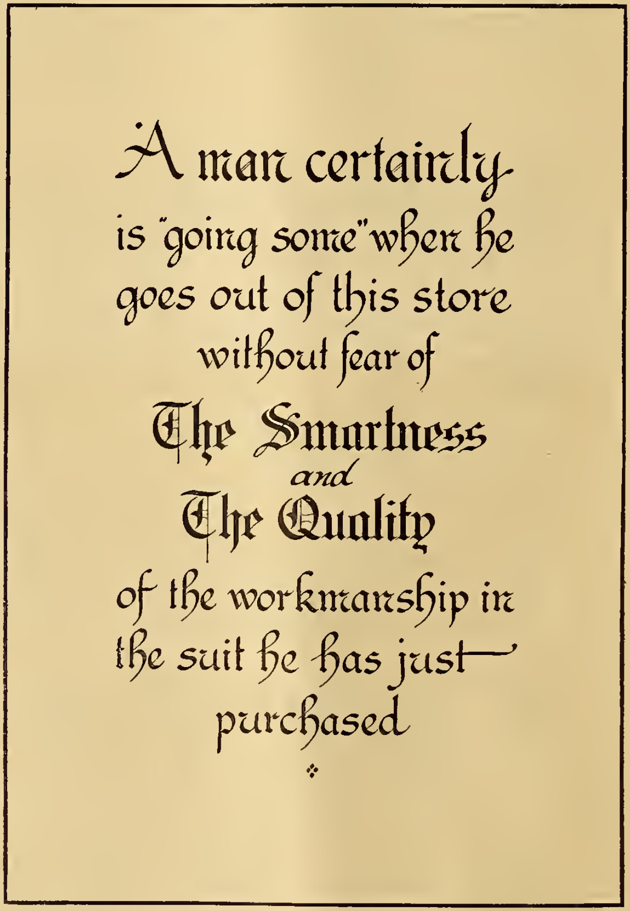
If possible, I will endeavor to have the alphabets in each issue on the right hand page as magazine is open before you.

Pens don't vary in size. Try getting a real transparent onion skin bond paper. Rule base and top lines same height as indicated by dashes at end of line. Place paper over alphabet and try lettering right over your copy. If the light is right you can make out in day time—doubly so at night with a light above you. Lack of observation and concentration spells failure for many.

Look at the last line of Old English in the June issue. Have you noticed that the white space in the letter is just about the width of the pen stroke? Look at some of your practice work. Didn't you have it twice as wide?

The capitals you are going to find harder to make than small letters and I suggest giving the transparent paper method a trial. The charm in this style of lettering may be likened to the Roman, that is, the sharp contrast between heavy strokes and hair lines and the sharp chisel ends of heavy strokes.

More money can be made in a given time out of Soennecken pen lettering—provided the letterer be fast and accurate—than any other branch of the art. Granted, of course, that the worker knows where to get the work.


A man certainly
is "going some" when he
goes out of this store
without fear of
The Smartness
and
The Quality
of the workmanship in
the suit he has just
purchased

In a recent letter from our friend "Laud Hamilton, he asked me "if I didn't get tired doing black and white work." I do, but I can make more money out of it in this misgoverned town. Hamilton, as he says himself, can look out from his windows and see the snow-capped mountains in the distance, and, I have no doubt can go out and kick a few gold nuggets out of the foothills before breakfast, shoot a mountain lion, or fish, and that beats lettering.

The styles of pen lettering shown here are not suitable to all stores, but you can learn to apply them in a different manner.

Referring again to the June issue, the mediaeval and old English are adapted to a brush trained flat. Finish the old English off with a number five or six rigger instead of a pen. Either of these can be used sparingly on many styles of cards.

A few examples of the use of these styles are shown and it cannot help but be apparent to any one that it is not possible to get such clean cut work in a given amount of time by the brush.

Many of you have had trouble with white. If you find you have success with my formula let me know—if you fail, let me know also.

If work is sent by first class mail on paper accompanied by a stamp for return I will criticise your efforts gratis—but I cannot spend time to wrap cardboard. Try hard on the copies shown so far and by the time the cool weather of early autumn arrives you will be advanced a little and feel more like working.

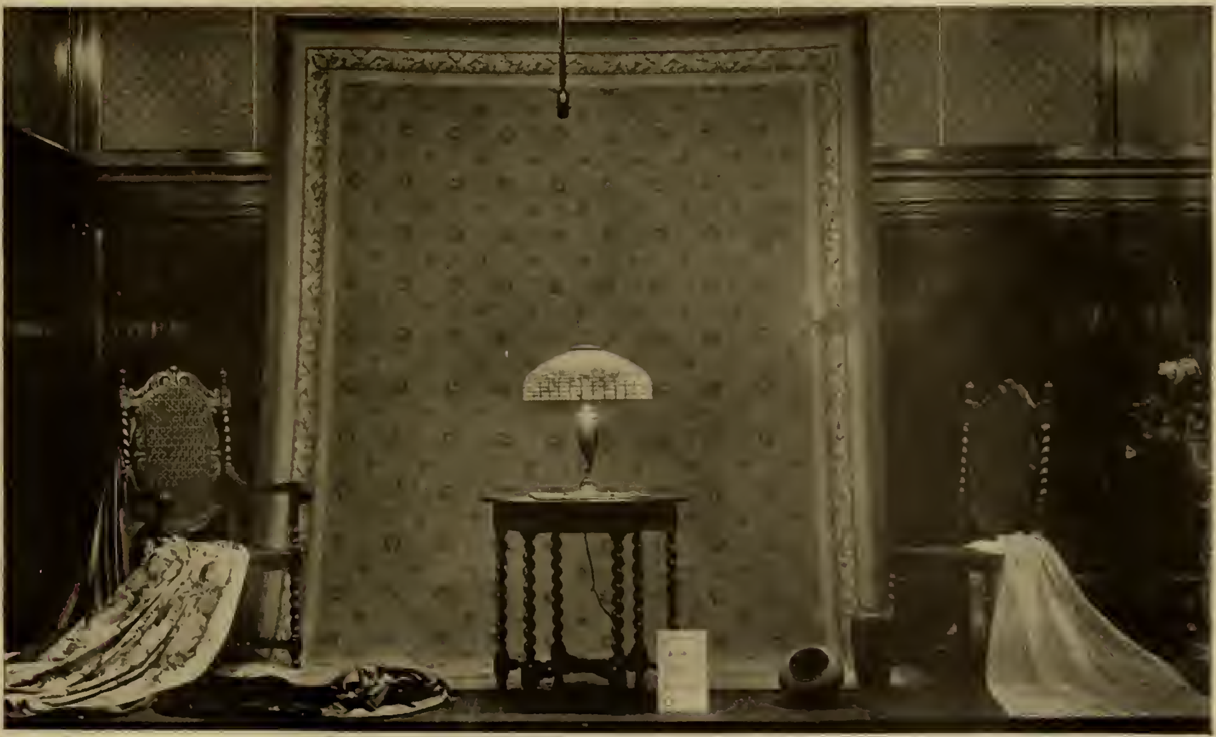
Music pen lettering will be featured next month and more show cards will be shown utilizing pens and brush.

CONVENTION EXHIBITORS

FOLLOWING is a list of the manufacturers and dealers who have booth space for exhibition purposes at the Twentieth Annual Convention of the International Association of Display Men, to be held at St. Louis, August 6th, 7th, 8th, and 9th, 1917.

Adler Jones Company, Chicago; Bodine-Spanjer Company, Chicago; Botanical Decorating Company, Chicago; Baumann Co., Chicago; Culver Company, New York; Curtis Leger Fixture Company, Chicago; Bert L. Daily, Dayton, Ohio; Doty & Scrimgeour, New York; L. A. Feldman, New York; French Wax Figure Company, Milwaukee; Hincher Mfg. Company, Chirago; Hunt Crawford Company, Coshocton, Ohio; Hugh Lyons & Company, Lansing, Mich.; Norwich Nickel & Brass Company, Norwich, Conn.; J. R. Palmenberg's Sons, New York; Polay Fixture Company, Chicago; Reid Window Trimming Institute, Kansas City, Mo.

Orval Simpson, Jacquemin Flower Company, Natural Plant Preservers Company, Favor Ruhl & Company, Wallbrun, Kling & Company, M. A. Heimann Mfg. Company, Morris Leon Mfg. Company, Ornamental Products Company, J. F. Gasthoff & Company, A. L. Randall Company, Hulsizer Company, Kindle-Toney & Vollant and D. J. Heagany.



RUG AND DRAPERY DISPLAY BY R. J. FUELLERMAN FOR T. A. CHAPMAN, MILWAUKEE.

NOTES FROM NEW YORK

Romantic Phases" of Trade Depicted at Lord & Taylor's—Gotham Merchants Strong for "Selling Windows"—Military Windows Attract Thousands Daily—News of the Stores and Men

IT SEEMS that the four mural paintings forming the backgrounds of the four large Fifth avenue windows of Lord & Taylor, illustrating "Romantic Phases of Trade," are the first four of a set of sixteen in all. They depict the "Lace Makers of Belgium," "Chinese silk weaving," "Persian rug weaving," and "Venetian glass blowing." These paintings, which are all on canvas, exactly the size of the window background, are being removed, to be advantageously placed in prominent locations on the main floor, and in a few weeks are to be succeeded in the windows by four other paintings, showing as many more of the "Romanaic phases of trade," a most worthy as well as clever idea to further public interest in the ideals of commerce.

Last month Mr. Rossiter, the Lord & Taylor display manager, had in a unique bathing suit window, the specially unique feature of which was several specimens which were designed and made up after ideas which he distinctly influenced. He is quite a student of design and observer of commercial trend in design, and notes the growing favor on the horizon of the Egyptian motifs in rugs, furnishings and dress fabrics. His suggestions regarding the Egyptian colorings and motifs in several bathing suits were carried out, and we shall no doubt see at the beaches this summer maidens clad in bathing costumes remindful of the Pharaohs. It is just a bit of a fad, of course, that may or may not go strong, but it may be a forerunner of a feature of costumes for fall. Some fashion suggestions of Mr. Rossiter, by the way, were sufficiently appreciated by the editorial people of the New York Herald not long ago to explain their appearance on the first page of the fashion section of a Sunday issue.

SELLING WINDOWS STRONGER

Speaking generally, it may be said that the prominent New York merchants are seeking the utmost from their windows and that "selling windows" are stronger than ever. Further, there must be unusually good reason to appropriate a window to general purposes. As one display manager says, "If a window does not pull in a couple of days, out it comes. I never let a prominent window remain in over three days; that is, a window in a strong color scheme, for we have many people who are in the neighborhood practically every day, and who quickly notice a window that is 'old.'" There are display managers who keep a thorough and systematic record of the windows they have put in.

One display manager does it this way: First, there is the weekly sheet, with space for each window description on the page, in which the character of the merchandise placed therein is noted for the week. At the close of the month a monthly report

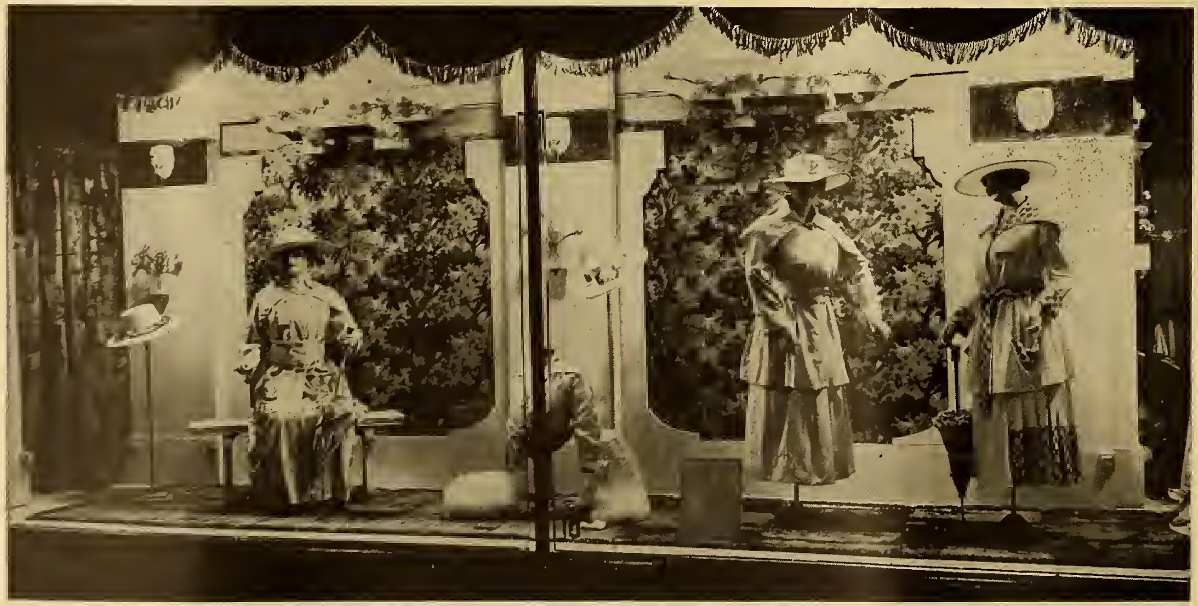


Plate No. 4366. Ready-to-Wear Display by L. A. McMullen for Eastern Outfitting Co., Portland, Ore.

The setting for this attractive display was done in various shades of blue. The panels were of blue tapestry wall paper, and the floor was covered with blue plush. The columns, lion heads, stands and the card were finished in light blue. Carnations of the same shade were inserted into small blocks which hung from the lions' mouths. These blocks were held in place by blue yarn. This display was placed in one of the Eastern's corner windows.

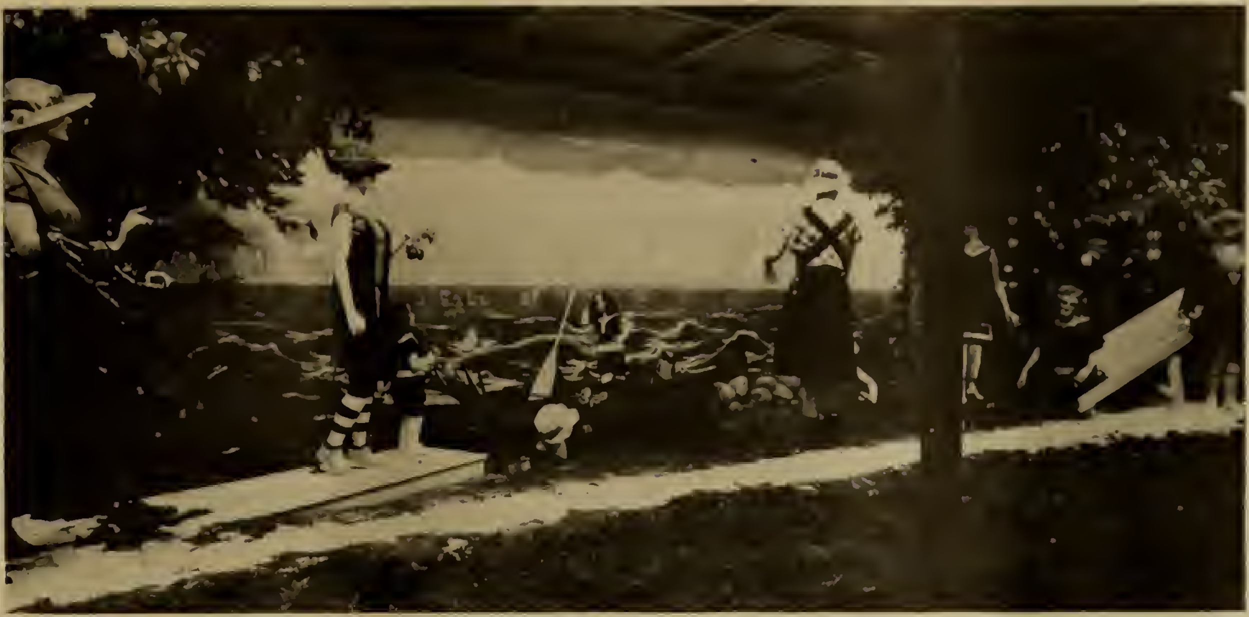


Plate No. 4367. Bathing Suit Window by H. E. Bartlett for The Golden Rule, St. Paul, Minn.

This unusually attractive bathing suit display was the means of attracting throngs. The background presented a lake scene. One figure in the center was shown in a swimming position, while another, partly hidden from view, was standing in the water. There was a toboggan slide at the extreme left of the window and a little girl was in the act of sliding down into the water. At the other side children were shown playing in the sand. The tank in the window was 10 feet wide, 22 feet long and 18 inches deep. The water in the tank was 16 inches, greater depth being given by the adding of blueing. At the front edge of the tank was a pipe through which compressed air was forced, causing a continued waving of the water—thus giving the realistic effect.

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is tabulated from the weekly sheets and entered in a book, the record of which is kept in the display manager's office. From this monthly record a monthly report is sent to the general manager's office, in which every department is charged a regular price per day for each window occupied with its merchandise, the prices being fixed according to the location of the windows, those on the main street of course being highest and those on the side streets at a smaller charge. This record is referred to in making up new schedules of window displays in following months, to insure each department getting the proper showing.

In making up schedules, of course, seasonable goods are accorded the preference, white goods during the January white sale, furniture in February, and so on down the roster of the months. This record keeps things straight, for when a buyer goes to the merchandise men, with the idea that he or she has not had a window in some time, it is often found that he had a window perhaps ten days previous. The plan of charging departments a regular sum for occupancy of windows is a following out of the plan of charging rental for space occupied in the store. If one idea is correct, the other should surely be.

During these times, when, while trade is fairly satisfactory, merchants desire to be insured against all contingencies, we shall doubtless see the most efficient systems of management, applying to windows as well as everything else. We are pleased to note the interest that is taken in the question of returns, one of the greatest leaks in the department store business, with the strenuous development of the credit system. We shall doubtless see many features of the return "system," or lack of system, materially curtailed. Let us hope so.

PATRIOTIC FEATURES

Last month Mr. Trewhella, at Best & Co.'s, had in a window demonstrating the work of the National Surgical Dressings Committee, which was supposed to be in for two days. There were three tables, with prominent New York society women working at them in the various departments of this committee in two-hour shifts. The crowds outside were five or six deep right along, and hence the window was maintained for a full week, while the women continued to make bandages, etc.

On Flag Day, June 14, the American flag, which has been in such prominent use in store windows and interiors, came into even greater prominence. B. Altman & Co. had the greatest featuring of the patriotic emblem, with the same flag—the largest hand-made flag in the world, covering nearly half of their Fifth avenue front. The latter part of the month occurred the graduation exercises of the school at Altman's, where, in co-operation with the Board of Education, the firm enables their salespeople who have not finished the course of our grammar schools to complete it, after which they can go on to a separate course in salesmanship which may be continued long enough to turn out a finished product, for the standard of salesmanship is high. The exercises were held in the evening, and the chairs were arranged for the seating over one entire floor in a manner to spell the initials "B. A." for Mr. Altman and "M. F." for Mr. Friedsam, and the class was addressed by Mr. Friedsam, who has long taken a deep interest in this work. Samuel Ellis, the efficient assistant to Display Manager Frankenthal, had charge of the decorations, and the entire floor was handsomely arrayed for the occasion, especially with the liberal use of the American flag.

Charles DeVausney is keeping his military windows going at Namm's, and they are putting this house on the map before a new public. In mid-June there was "aeroplane week," with that long arcade window filled with all parts and accessories relating to aeroplanes, including a $4,500 aeroplane engine. Then from 12 to 1 on each favorable day a military biplane flew over the building. On the second floor each afternoon there was a popular lecture on aeroplanes. The New York military census had just been taken, when all kinds of questions were asked of both men and women. Opposite the foregoing window is another long window, featuring the facilities for registering on the second floor, and then showing placards with some of the questions, one after another. First came, "Can you operate a telephone switchboard?" with a girl in front of a switchboard. Then came, "Can you do general agricultural work?" with a young woman in neat dress for same, and garden hose and agricultural implements about her. Other featured questions, similarly illustrated by girls in khaki or appropriate costume, were "Can you drive an automobile?" "Can you operate a typewriter?" "Can you operate a telegraph instrument?" and "Can you make garments?"

In their advertising in connection with the state registration, Hearn's carried off the palm. They urged the women to "cut out the duplicate slip here, which is the same as the official slip; then write in the answers carefully; bring it to our store and give it to the registrar, who will fill in the replies while you go around the store and do your shopping. When you are ready, come back and sign your statement." This was a capital and appreciated arrangement.

The week of June 11 was an unusually patriotic week, even for Philadelphia, with the parade of marines to encourage enlistment, etc. At Wanamaker's the front center of every large Market street and Chestnut street window carried a sword and scabbard, crossed, standing thus fastened to a fairly high stand, surmounted in each case by the familiar, fur-brushed-the-wrong-way, gray high hat of Uncle Sam, with band of the white stars on a blue field. A fine American flag was at each corner, front. A fine Market street window was given over to a soldier's traveling display, with open bags and cases and trunks, with an abundance

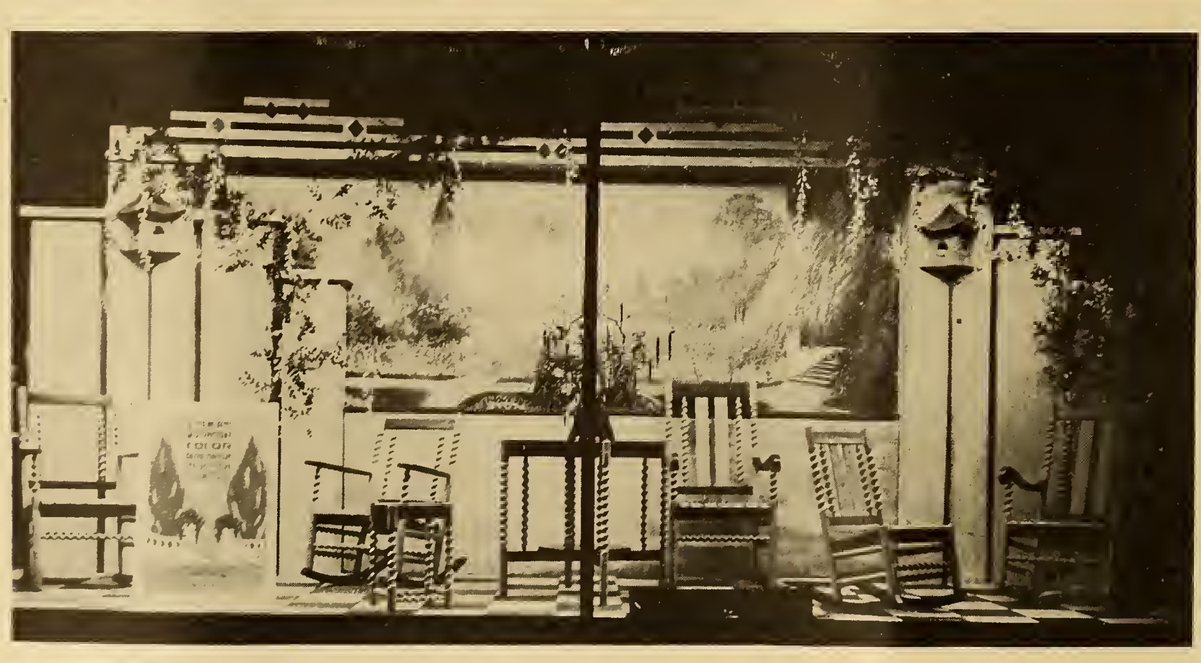

Plate No. 4368. Display of Porch Furniture by M. A. Winn for the People's Outfitting Company, Detroit, Mich.

The large posts of the background were made of composition board and the color scheme was in two shades of green—dark olive and pea green. The furniture was also in these colors. The floor was covered with composition board blocks. The bird houses were painted bright orange yellow, and lavender wisteria and green foliage was used. Attention is called to the "poster card" which is becoming quite popular for window use.

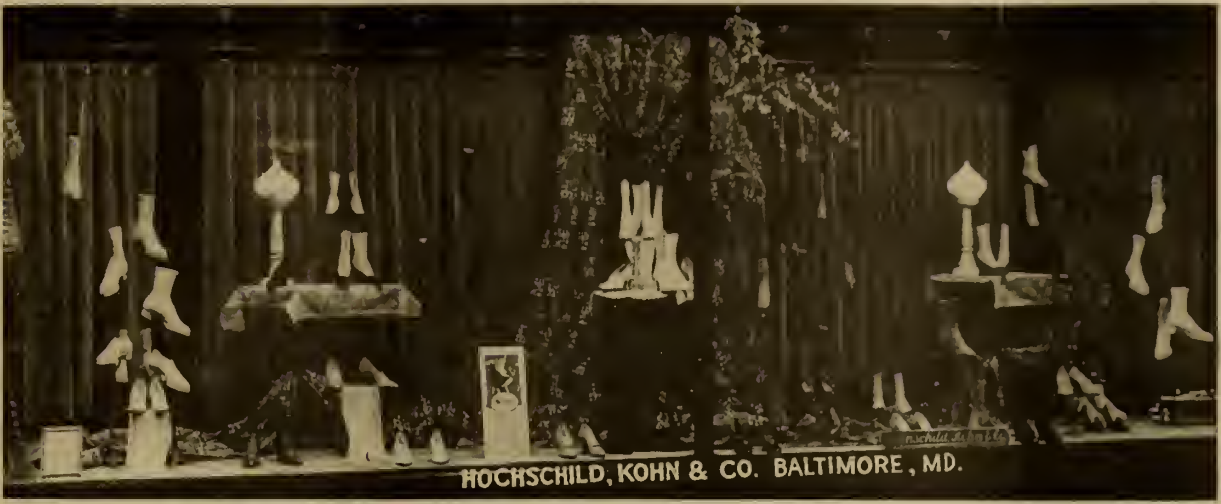

Plate No. 4369. Display of Women's Shoes by A. C. Barker for Hochschild, Kohn & Company, Baltimore, Md.

The beauty and selling power of this window lay in the simple arrangement of the merchandise. A rich gray plush curtain was used in the background and the floor was covered with a velvet carpet of the same shade as the plush draperies in the background. The mirror in the center was draped with a rose pink cretonne with a flower design in blues and greens. The flowers in the vase matched the color of the design on the cretonne. A marble lamp stood on the table at either side and the electric light globe was rose color. The shoes were placed in units, each color being together. This setting had the effect of making the merchandise stand out prominently.

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of khaki costumes and soldiers' indispensables. A Chestnut street window contained an exhibit of the work of two prominent French painters of the day, Raymond Desvarreux and Louis Dauphin, most of them on subjects connected with the war, surrounded by American flags.

Donald Boustead, head of the display department of the chain of nine or ten stores of the Bedell Company, specialty house, will next fall have two new stores to take under his wing, one in Boston and one in Milwaukee. Both will open in September. Mr. Darling, who has been in immediate charge of the displays at the Pittsburgh store, has resigned and gone into another line of business, being succeeded by one of the former decorative assistants at the Rosenbaum store in the same city.

The big Bloomingdale Brothers addition here, which will almost give that house a full city block between Third and Lexington avenues, Fifty-ninth and Sixtieth streets, has been practically completed in its outward aspects, and the fittings will be in in September, when the addition will be in commission with the rest of the building for the opening of fall trade. This expansion will give Herman Dultz, display manager, about 40 per cent more windows to look after.

Louis E. Weber, Paris representative of Gimbel Bros., and a conspicuous figure in the foreign markets, arrived here last month on his first visit in several years. He has been the "man behind the guns" in many Gimbel enterprises, including the "promenade du toilettes" of each opening spring and autumn season, especially before France was involved in war. The Gimbel buyers and department heads prepared to give Mr. Weber a fitting reception and chartered a big tug to go down the bay to meet him, while Display Manager Hopkins had a big sign prominent on the tug for the benefit of naval neighbors. The bunch of some fifty people waited down the bay all day, and returned at night to find out that the steamship had been delayed. Then two days later they all went down to the dock and gave him a reception when the ship finally arrived and docked. On June 2 there was another big Gimbel event, a dinner to General Manager John F. Duggan, on the occasion of his election to the second vice-presidency of the house. It was given at the Biltmore and was attended by buyers and heads of departments, as well as Big Bill Edwards and other local celebrities. Display Manager Hopkins was a member of the committee of arrangements and laid out the arrangement of the tables.

MACEY'S EDUCATIONAL WINDOWS

Mr. Schwarcz, at Macy's, has been running each month an "educational window," showing the gradual changes from one point to another in the fashioning of the merchandise featured. In June flags were featured in this way; in May, tools; in a previous month perfumes, with a section of the window showing a corner of the Macy laboratory. The last three days of the Liberty Bond campaign R. H. Macy & Co. sacrificed their windows to a considerable extent, diagonally across each one placing red, white and blue streamers with the words "Buy a Liberty Bond." During the week of June 21 there was a special demonstration at Macy's of fruit

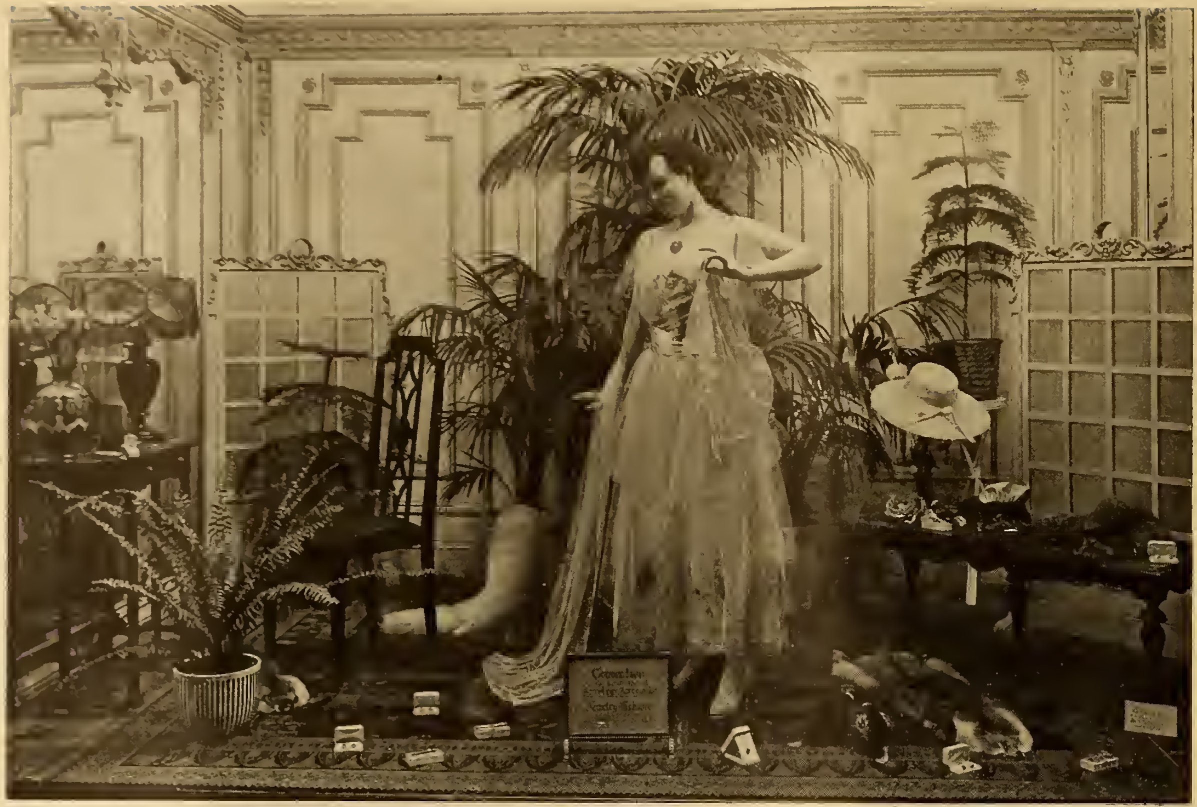

Plate. No. 4370. Jewelry Display by Carl Walders for Hamilton Company, New Haven, Conn.

This very beautiful display was placed during convention of the Connecticut jewelry men. A Chinese furniture set was used with a large rug to match. Palms and ferns added richness and beauty and appeared prominently in the window. The posing of the figure was unusually good. Over $150,000 worth of jewelry was shown in this display. Details are quite clear in this reproduction. The card in foreground announced the convention.

canning, and in connection Mr. Schwarcz had a window illustrating a first-class kitchen, with canning of fruit going on.

The department stores did their full share in securing the big result of over-subscribing New York's quota of Liberty bonds so tremendously. In practically all the stores space was given up in the store and advertising space in the newspapers to this propaganda and the last few days a vast business was done. The attendants were from outside organizations, and the rates were here, as elsewhere, per $50, a dollar down, which got the crowd started.

During July we shall see the usual clearance sales, preparations for which are being made at this writing, and the windows will doubtless be more strongly commercial than ever. There have not been as many "jobs" to be had as usual in any line of merchandise, but the stores will readjust their own stocks and work off their surplus, clearing the decks for new goods. Between the weather and unique conditions, the volume of business has dropped off to some extent, and though there may be fewer "jobs" to be had, the somewhat lesser movement of stocks at retail the past few months will leave more goods to move. Then in August comes the furniture sale. It has been noted that the boys from 21 to 31, in the conscription age, who do the marrying, will not be furnishing any homes until they know "where they are at," which will diminish the August sales of furniture, because a big part of the furniture business consists of "wedding outfits." The wise ones say, however, that people who do the big bulk of the buying at August furniture sales are experienced housekeepers who have learned to wait for these events, and the belief is that the conscription policy of the government will affect the August sales but little.

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DAYLIGHT SAVING A LAW

THE daylight-saving law was passed by the U. S. Senate, June 27th, and will go into effect the last Sunday of next April. On that day the measure provides all clocks shall be moved forward one hour and set back to the original time on the last Sunday of September, 1918.

The bill passed also fixes standard time, which heretofore had been done by general agreement and by acts of various state legislatures. The new bill provides for five standard zones instead of four.

PROSPERITY

Business Outlook Is Very Promising As Billions of Dollars Will Be Spent This Year Which Were In Saving Banks During Other Years—Each Merchant Should Get His Share

J. C. Bodine

DO you know that the most commendable way in which you can serve your country is to do the best that you can always and to set a good example for others? The above extends beyond personal appearance and into business. The man who is right is one that is everlastingly trying to improve, and advance problems that give certain strength and growth to his achievements.

In building for others you naturally grow, and as you grow and broaden the influence is felt.

The public will act upon a suggestion, and it is imperative that the man who starts something should be sure of himself. In improving your business establishment you are doing that which will be felt and appreciated by every individual in your community.

From purely a business point of view, if you have been figuring in that way, we will remark, that you may spend some time and some money in starting something—naturally—but wait until an entire city of appreciating people begin talking of your store and imagine this entire city feeling friendly toward you—will you lose out? No! No man ever did who worked faithfully and put a little thought back of the work.

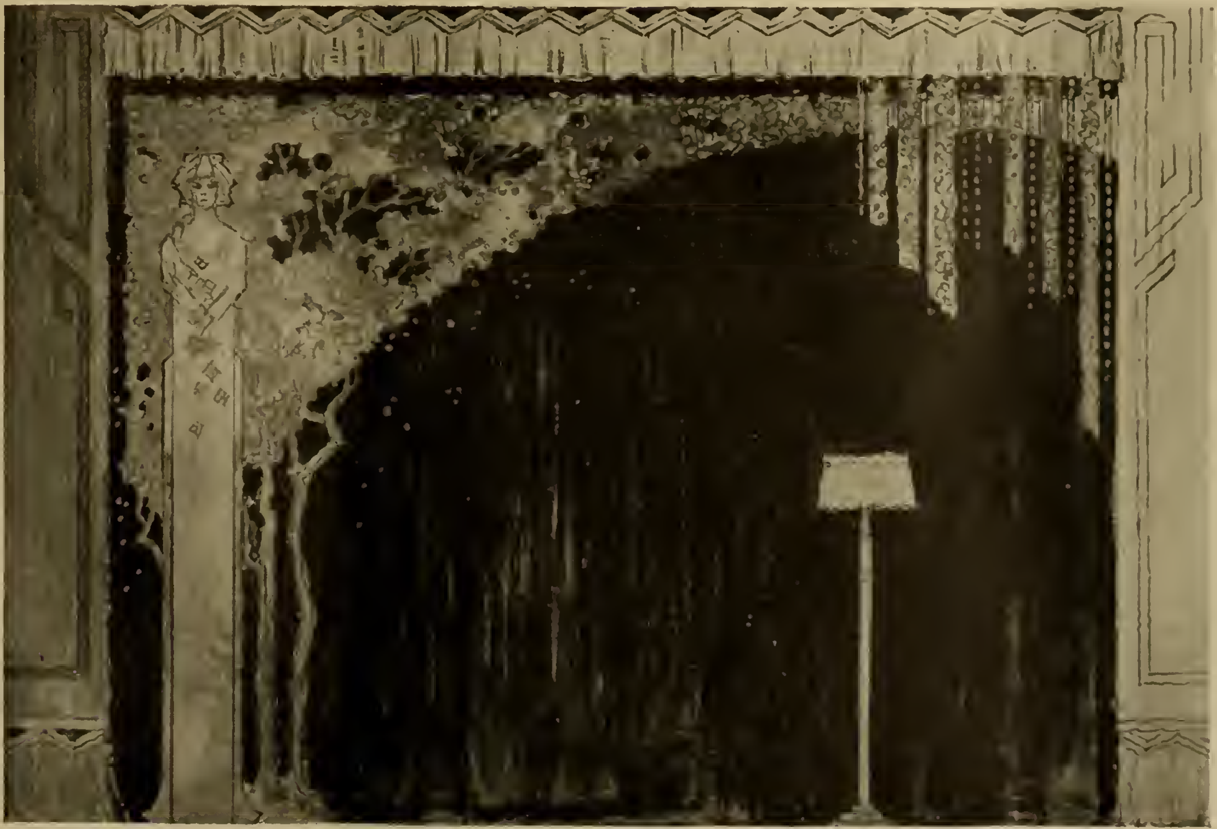
Remember that if you watch your step and take one step, best foot forward, your acquaintance and admirers will take twenty. Not to be indefinite in speaking we admire and credit you with what you have done and in that same spirit we hope to see you advance. Your advancement means much.

Make your store a better looking place than it was last year. And make your Show Windows shine with the bloom of confident prosperity and you will get results.

It is not consistent to urge or conjole the public to your place of business if the entire front, with its show windows, look as if it had received a solar plexis blow, or as if the proprietor's middle name was "Frenzied Finance."

Work hard, look prosperous, feel prosperous, radiate prosperity—and you will be properous.

Begin now to do something that will increase your fall business. Billions of dollars in resources are growing up out of the ground at this moment and billions of dollars will be spent this fall, and you must get your share.



BACKGROUND SUGGESTION BY J. C. BODINE, CHICAGO, ILL.

NEW WINDOW BOARD

Display Men Will Be Interested In This New Board Designed for Background Uses—It Is Light and Durable, Attractive and Practical—Some Illustrations of Its Uses

MERCHANTS and display men are ever on the alert for something that is new and we are sure that they will be interested in the new window board which has just been placed on the market. This board is designed especially for the use of the display man, and under test should prove as worthy of recommendation as the advance notices claimed it would. It is the result of several years' labor along this line by a display man well known and has been taken up by a big manufacturer of window decoratives.

This new board is sold at a low figure and is one that may be put to many uses by the display man. It is impervious to other conditions; can be finished equally as well in oil as it can be in water color. It takes stencilling and air brush effects as well as paper.

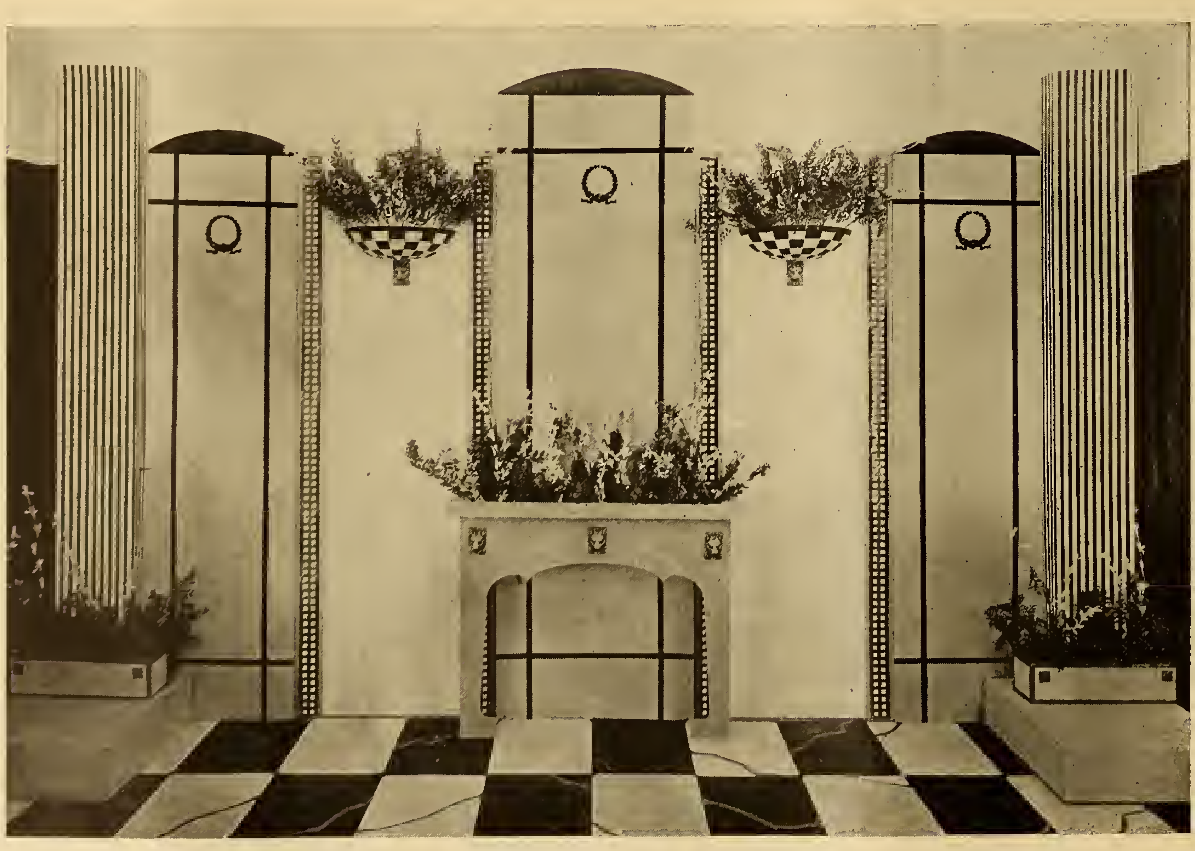
This new board is very light and durable, does not warp and may be covered with novelty papers if the display man so desires. It is a time saver, and is readily cut with an ordinary knife. The actual tests which this board has undergone satisfies us that it is a cheap and satisfactory window necessary.

The display man will find that this board easily fits the merchandise he desires to place before the public, and he can repaint and refinish each design as often as desired to match up and harmonize with the merchandise displayed.

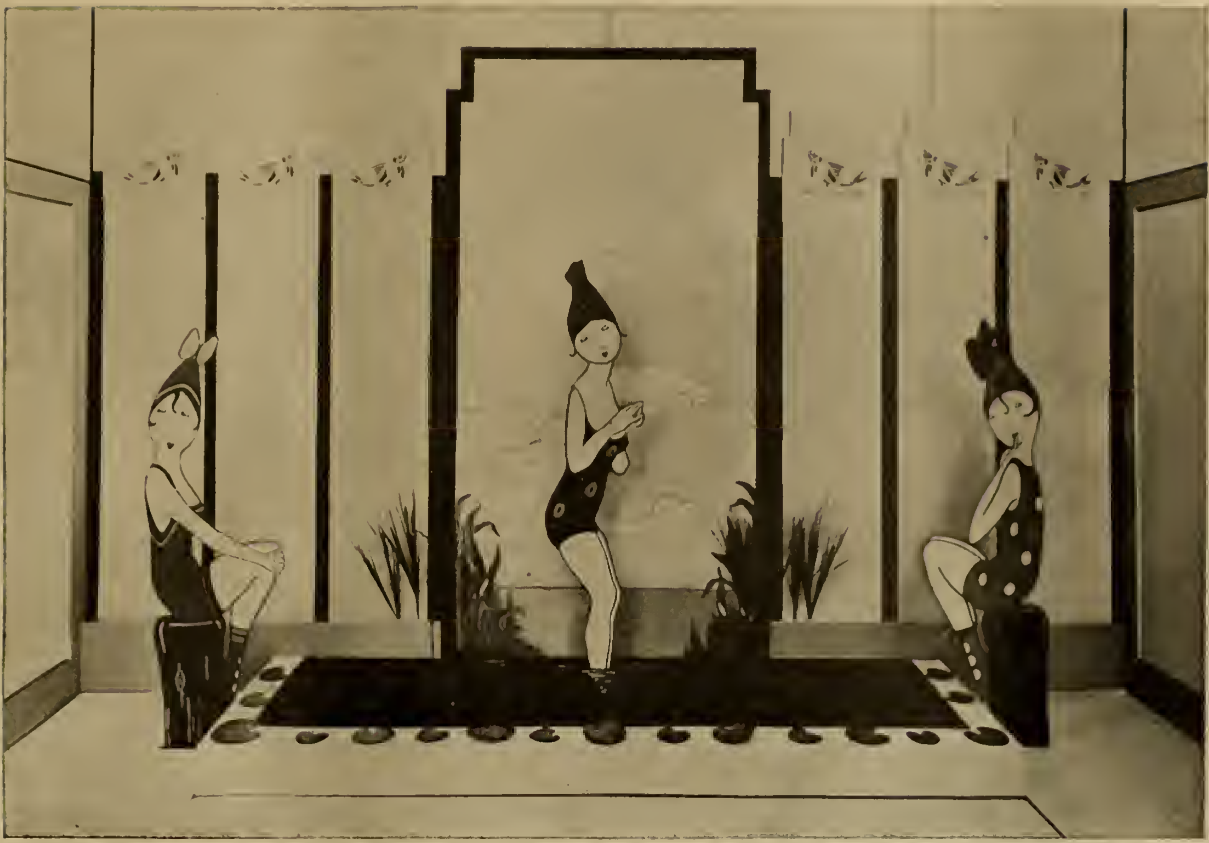
It is held by the distributors of this new window board that it combines the two extremes, viz.: high art with low cost. It particularly adapts itself to pedestals, plateaus, lamps, shrubs, trees, vases, and cutouts. The talking point of the men handling this new feature is that it does not bend, warp, buckle or crack.

Every display man knows that while temporary backgrounds and frequent changes are advocated for the show window care must be exercised that the decorative motif and color scheme of the background should run second to the merchandise displayed. To enhance the merchandise in the window should always be the object of the display man.

It is in the case where men employed in the profession of display are apt to place the setting above the merchandise that this new wall board comes to the rescue. This board, it is claimed will defeat any object wherein the merchandise loses attractiveness. It is a modest composition and, as stated before, is susceptible to any condition.



SHOWING NEW WINDOW BOARD AS IT APPEARS IN SHOW WINDOW.



ANOTHER USE OF THIS NEW WINDOW BOARD.

Another feature, and one which appeals to the purchaser is that it is inexpensive. The makers of this new board are pronounced in the statement that other boards costing $75.00 to $100.00 are no better if as good as this new board costing no more than $30.00 for a large and complete window setting. Representatives of the makers of this new accessory will be at the St. Louis Convention of the I. A. D. M., where a complete exhibition will be given. We are reproducing here a few illustrations of the use of this board. It may be readily seen what can be done with it in the way of constructing backgrounds and decorative units.

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ADVERTISING SHOWN BY CHARTS

ONE of the most interesting and instructive features of the Advertising Convention recently held in St. Louis was an educational exhibit of advertising agencies. The exhibit was composed of a series of graphic charts.

One of the striking things about the exhibit which is especially timely and of interest to the public generally is the concrete proof, backed by facts and figures, showing that advertising really lowers the prices of advertised goods to the consumer.

For example, one chart shows that in the case of food products, advertised brands which are well known nationally have not increased in price to nearly the same extent as have food products in general. Through advertising, the price as well as the product tends to become standardized and hence the price fluctuates less readily.

Several specific instances of where advertising has brought about a lower price are cited. For example , a breakfast food manufacturer who advertises extensively in all leading magazines, has through his advertising been able to reduce his price from 15 cents to 10 cents while at the same time he has increased the size of his package 50 per cent and bettered his product.

The manufacturer of a certain brand of olive oil is now giving twice as large a package for the same price as he did before advertising.

The manufacturer of a well-known spark plug has through advertising decreased his price to the consumer by 70 per cent—this in the face of rising costs of labor and materials.

Then there are other charts showing conclusively that advertising lowers selling costs, and still others showing just what the advertising agent is, what he does, and his relation to the manufacturer.

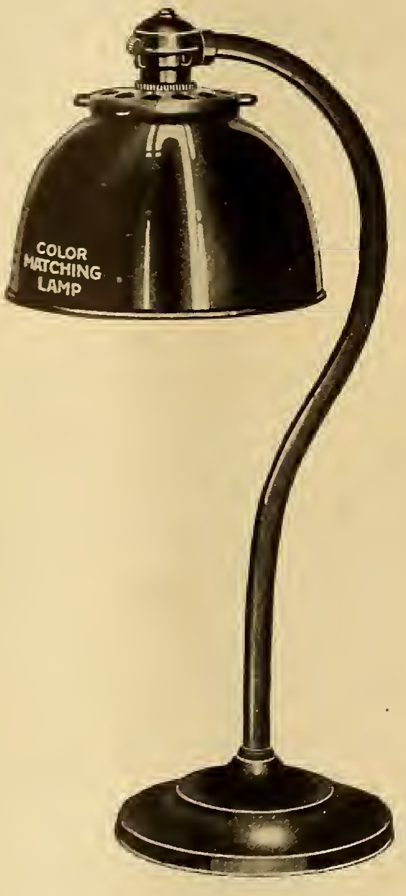
Altogether, this is a most interesting and unique exhibit, and worth the attention of every manufacturer and student of business economics.

NEW LIGHT DEVICE

A New Lighting Device By Which Colors Can Be Accurately And Positively Matched Is Now On The Market. Will Fill A Long Felt Need

IN the April issue of this journal there appeared an article regarding a new lighting device which is to be put on the market. As mentioned in a previous article the device would fill the long felt need of every merchant in the country—the need of a light that would accurately and positively serve in the matching of colors.

This new device would have been on the market some weeks ago had it not been for the fact that the moulds were destroyed by fire while in the process of being made. The device, perfected, is now ready for the market, and to say that merchants will be anxious to install this new invention would be putting it mildly. This light is being used at the present time by several large department stores in Chicago, and the satisfaction given is beyond question.

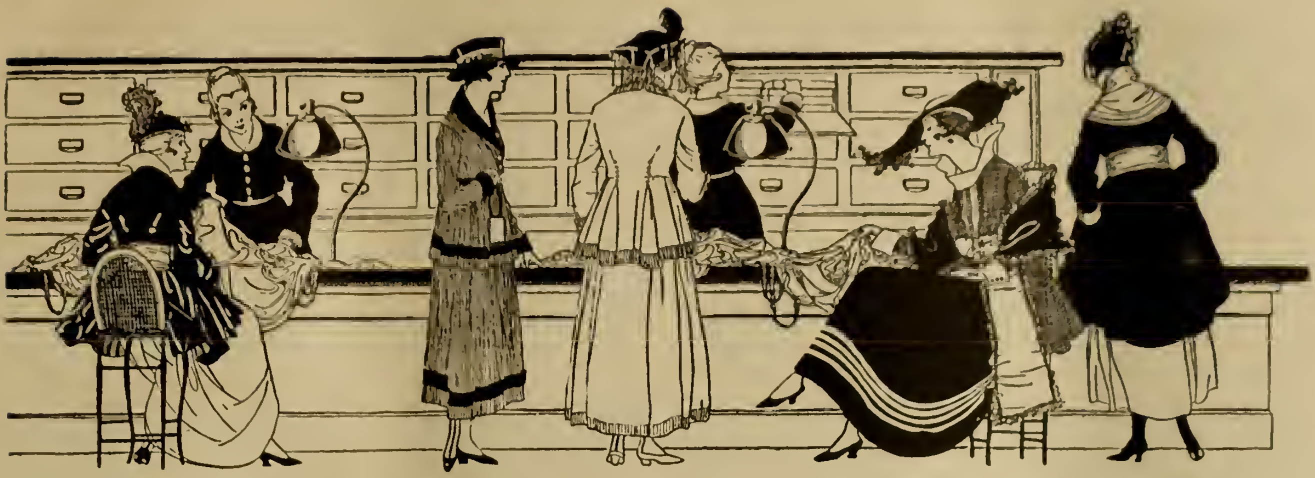


It will match colors accurately and without the assistance of daylight. Its shape and size is such that it may be easily installed, and its design will add to the attractiveness of any department in which it may be placed. Each unit is complete in itself and is furnished ready to attach to any standard electric light socket. The device requires no upkeep expense and its construction is so simple that it is absolutely impossible for it to become out of order.

By the application of a proven scientific principle the lamp produced a light as near daylight as it is possible to produce by any artificial means. Real daylight is composed of all primary colors, which, when combined naturally produce a pure white light, showing all color materials at their true color values.

Artificial light with all the wonderful improvements that have been made the past few years still is deficient in certain qualities necessary for an accurate determination of color values.

This new device, while using a standard Mazda lamp to produce the illumination, is fitted with a diffusing screen which equalizes the colors in the light by eliminating the excess of red and yellow rays, producing what is termed a north light. After being screened the light produced is composed of approximately the same combination of color rays as is pure daylight. All materials exposed to it at once assume their true color values and make it possible to determine the basic hue of any color. For example, two samples may appear to match perfectly when exposed to ordinary artificial light, which, when tested by daylight or the light produced by this new device will show each to have a



different basic hue as the foundation. Various shades of greens and blues are very difficult to match accurately under artificial light, but when seen under this new light their real color value is shown at a glance, making accurate matching absolutely positive.

In departments where customers frequently match colors its use will save the time of the employes, will be more satisfactory to the customers and will eliminate the necessity of carrying merchandise to the door whenever an accurate match is desirable. It is one of the latest modern refinements which, added to a store's equipment, creates the impression of solicitous attention to the customer's needs.

There are many fabrics and kindred lines of merchandise which heretofore could not be sold advantageously except where real daylight was available. With the advent of this color-matching lamp all such materials may be shown and sold without regard to light conditions. Under its discriminating light even the most delicate and semi-invisible patterns, stripes and textures show in their proper color relations.

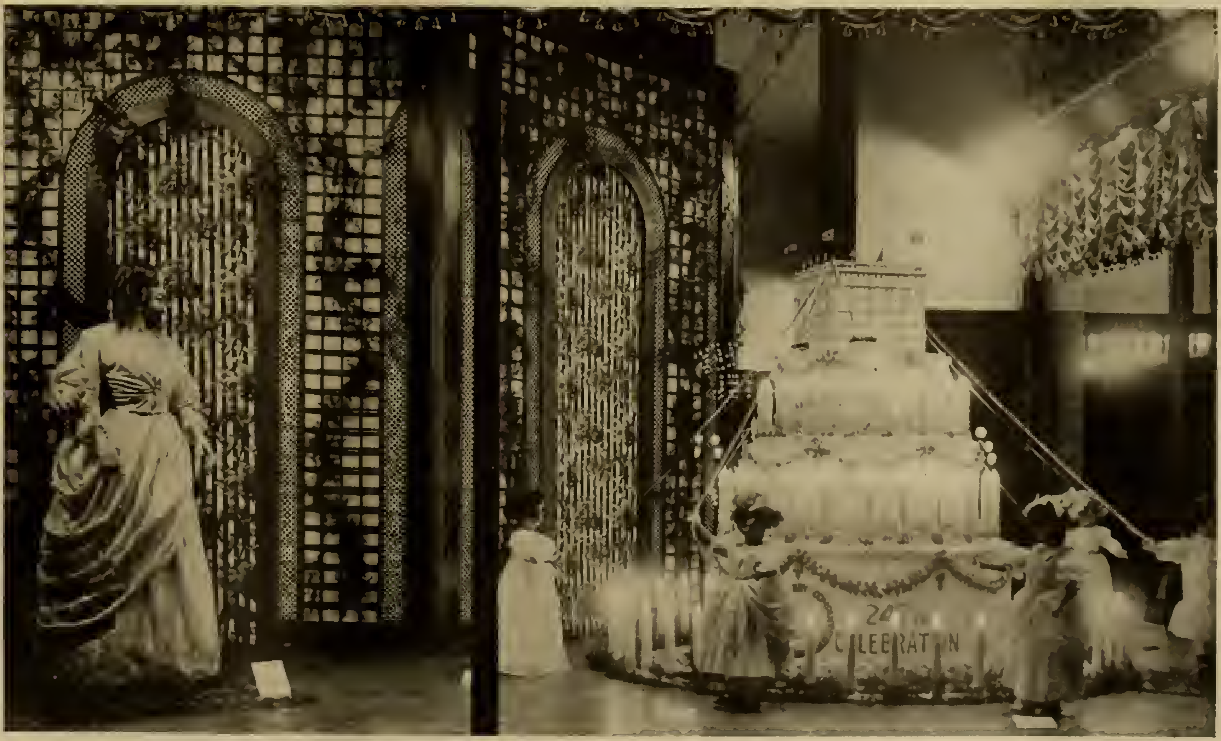


Plate No. 4371. Birthday Display by C. L. Greer for the Hudson Bay Company, Vancouver, B. C.

This window was arranged to celebrate the 247th birthday of this big store. The large cake was five and one-half feet in diamater and was illuminated at night by 150 electric candles. A lighted cut-out showing part of the store was placed on the top of the cake. The costumes on the large dolls were specially made and represented the styles of 1670, 1730, 1800, 1850, 1900 and 1917. The woman's figure was draped in the style of King Charles II. The background was of green lattice over a novelty paper effect and natural fern was used over the lattice work.

ORGANIZATION PERFECTED

The Retail Merchants Of Chicago Have Organized For The Protection Of Retail Business—Vigilance Committee Will Prosecute Fake Advertisers

FAKE advertisers, shop lifters, bad check passers and solicitors of doubtful advertising and other schemes have been put on notice by the Chicago Retailers' Association that their operations are going to be cut to a minimum. June 12, at a luncheon at the Morrison Hotel, announcement of the plans was made by F. W. Hardcastle of Maurice L. Rothschild, who is president of the Chicago Retailers' Association, just organized, and who stated that in addition to a Credit Rating Bureau, a Vigilance Bureau has been created for the purpose of thwarting the operations of those who heretofore have made victims of retailers.

"Every member of the Chicago Retailers' Association," said F. W. Hardcastle, "is entitled to refer to the Vigilance Committee every proposition which he considers questionable. In check, he may avoid even this loss of time, for every member will be supplied with a protection sign, warning all unsupplied with a protection sign, warning all unknown solicitors for advertising or any other scheme that they must first present their proposition before the Vigilance Committee of the Chicago Retailers' Association. This, of course, will in no manner affect legitimate advertising and solicitors who are known, but will be the means of diverting the solicitors for questionable schemes, and thus save Chicago retailers a great deal of money which may be employed in the legitimate channels of advertising.

"We have undertaken to accomplish, in an orderly and organized way, what the individual retailer cannot accomplish by himself. We propose to fight unjust and unreasonable laws, and to advocate fair laws, and it is our intention not only to bring the retailers into closer co-operation, but to secure the co-operation of the public to better merchandising methods. One of the essential features of the Association will be a Credit Rating Bureau, through which the members may receive reliable and immediate credit information. In this way we will guard our members against loss, and enable them to do a better business with good customers. Chicago is one of the few cities in the United States whose retailers have no Credit Information Bureau, and it not only is our intention to install the most modern system that can be obtained, but to make the Chicago Retailers' Association the largest and most effective and important body of its kind in the United States, and to serve in an authoritative way and represent the interests of Chicago in all relations affecting the retail business, city, state and nation."

The other officers of the Retailers' Association are: Vice-president, Charles Sommers, of Klee Bros. & Co.; secretary, M. A. H. Turner, of F. E. Foster & Co.; treasurer, H. J. Fiddelke, of Lyon & Healy; and assistant treasurer, E. C. Krieger, of the National City Bank.

The retail business is one of the great collective businesses of Chicago that is not organized, and, as the association says, is particularly in need of organization, in order to protect retailers against unjust laws, to secure fair laws, to guard against imposters and bad accounts by means of a central credit rating bureau for the quick collection and distribution of credit information; to protect its members against fake and unworthy advertising schemes and to bring the retailers into closer communication and to secure the co-operation of the public in better merchandising methods.

A carefully prepared diagram has been made and forwarded to every member of the Chicago Retailers' Association. This diagram shows clearly the work which the association intends to accomplish. From the total membership will be chosen five large committees, the greatest of which will be known as the Board of Governors; the Executive, Finance and Membership Committees will work in collaboration with the Board of Governors. The fifth committee, which will be in direct connection with the Board of Governors and other committees, will have as its duty the care of the classified lines of business. Out of these committees will come sub-committees known as: Credit Information, whose duty it will be to care for the compiling and distribution of credit information, also the centralization of collections. The Committee on Legislation and Rates will have as its duty the protection against harmful and unjust laws, the securing of beneficial legislation, fire insurance, liability and other rates; banking laws, collection charges, parcel post, express and other rates. The Vigilance Committee will have as its duty the co-operation with detective bureaus and police authorities in apprehending bad check passers, shop-lifters and other frauds; the reporting of fake sales and itinerant vendors; the co-operation in prosecuting imposters, fake and unworthy advertising and soliciting schemes. The Employment Committee will have as its duty the co-operation in employment information, closing hours, vocational education and co-operative associations among employes. The Selling and Sales Committee will confine itself to education in salesmanship, special sales, methods, cost, store arrangement, arrangement of stocks and delivery. The Committee on Publicity and Advertising will exploit the purposes of the association.

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITER —WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS—WORK THEM OVER TO SUIT YOURSELF

Men's "Athletic" Union Suits at 69c—Made over liberal measurements in popular trouser-seat model. Obtainable in pin check or large check Madras, of superior quality. Also White Soiesette or Hairline Striped Madras Union Suits, $1.15.

Fine Sale in the Boys' Store—Dollars do duty tomorrow in the boys' store in a way that is most surprising. For tomorrow is a day of great offerings, a day when prices are lowered and fine clothes for boys, designed and tailored in the identical fashion for which Loeser's clothes have long been famous, can be bought for far less than you might expect. Included is clothing for boys of every age. It is almost needless to point out that in a season when such good clothes as these have been at a premium, that these prices will bring quick response. Choose early if you would share best. Norfolk suits, $6.50, values to $9, sizes 7 to 17 years. Washable suits, $1.25, values $1.50 to $3, sizes 2 to 8 years.

Women's Summer Suits and Dresses—New Pongee Suits, new cotton Gabardine suits, new linen suits, new cotton khaki suits, so desirable for touring and hiking. And the new dresses are legion—voiles in white and colors, white combined, with color plain and novelty voiles, combined voile-and-linen in effective combinations, smart tailored linens; quaint printed voiles, and the daintiest of nets. Also crepe georgette frocks for afternoon wear; street dresses of taffeta; and the new two-piece shirtwaist dresses of white crepe de chine. Prices range from $7.50 for a cotton khaki suit, to $100.00 for an embroidered white faille suit; and from $7.50 for a novelty voile dress to $150.00 for a hand-embroidered lingerie frock. The voile dress *sketched*, $20.00.

Women's New Skirts at Special Prices—50 white broadcloth taffetas, made to our own order, with sports pockets and shirred waists. They are guaranteed to wash, and their remarkably low price—$12.75—is only possible because of the late season. 100 wool jersey skirts, samples, in lots of gay sports colors, $5.75. These are in sample sizes only.

Flowery Hats ond New Hats of White Satin—The flowered hats are the charming broad-brimmed ones that make one glad one is alive in Summertime. Big roses and queer little leaves and berries cluster close about the crowns and the pink or blue of the straw brims is often veiled in lace. The white satins are the whitest, freshest things you can imagine—coolness itself. Most of them have light little tailored ornaments of gros grain ribbon, but to prove that fashion can be charmingly inconsistent there is a fringe of long white fur around the crown of one of these hats.

New Robe Patterns and Lace Flouncings at Special Prices—Flounced robe patterns (organdie, voile or batiste), with the narrow flounces embroidered in color or white, some are attached with lace, $5.75 to $16.75. Embroidered filet net flouncings, 16 to 40 inches wide, matching sets, $1.15 to $2.75 a yard. Embroidered net flouncings, with Venise edge, 26 and 40 inches wide, $1 and $1.50 a yard. Sixteen-inch filet lace flouncings, splendid for jabots, $1 yard.

White and Colored Linens are in Many Weaves and Weights—White Irish dress linen, 36 inches wide, 50c, 60c and 75c yard. Oyster white Italian weave linen, 36 inches wide, $1 yard. Fine white French weave linen, 45 inches wide, $1.50 yard. Oyster white Belgian weave linen, 50 inches wide, $1.50 yard. Heavier weights of oyster white Belgian weave linen, 90 inches wide, $2.25 and $2.50 yard. Colored dress linen, 36 inches wide, 65c, 75c and 90c yard; 45 inches wide, 75c, 90c and $1 yard.

Special Sale of Embroidered Imported Japanese Kimonos, $1.25—Made of a good Japanese hand loom crepe that wears so remarkably well, these charming kimonos were also made in the Flowery Land and there hand embroidered. Floral designs in heavy white cotton on grounds of rose, pink, blue and Copenhagen. None sent C. O. D. No mail or telephone orders filled. Bag sleeves, the regulation band finish and the usual Japanese sash complete the picture of a most unusual value.

Pretty Silk Hose and Underwear for a Woman's Comfort and Love of Daintiness—Pure silk stockings that have just arrived are in black, white, silver, bronze, gray and mahogany. A good quality with reinforced feet—$1.15 a pair. Sizes 8½ to 10. Soft, light glove silk vests—pink and white—with tailored band tops are $1.50 and $2. Pink or white vests with embroidered designs in front are $2. Bloomers in pink, white and black are $2 and $2.65. Combinations—pink and white—$2.75 and $3.50.

$1 *Summer Negligee Shirts* 79c, *Soft and Starched Cuff Models*—The variety includes: Plain negligee shirts with stiff cuffs; plaited negligee shirts with stiff cuffs; soft negligee shirts with soft cuffs. The materials include: Pebble madrases, corded madrases, fine percales. The patterns include: White grounds with colored stripings in various widths. Sizes 13½ to 17.

125 *Women's Lace and Net Dresses, Regularly* $39.50 *to* $49.50, *Special at* $25—A prominent Fifth avenue dressmaker, desiring to concentrate on the production of fall merchandise, sacrificed these smart frocks to us at about half usual cost. They are all made of beautiful laces, nets, organdie, hand-embroidered linen, or figured georgette crepe, suitable for garden parties, luncheons and informal wear.

A Day for $10 *Dresses in the Young Women's Salon*—Right from our own good stocks come these dresses, and because sizes and colors are broken you may have them for $10 each (though they're worth much more). Smart little street dresses of serge. Taffeta street dresses. Afternoon frocks of crepe de chine. A few evening dresses. 14 to 20-year sizes. With the exception of the afternoon and evening dresses, which of course are in light colors, the dresses are chiefly in dark colors and include many of the desirable navy blues.

Sturdier Frocks for Morning Wear—An embroidered linene in white, blue or pink has a deep belt and on the gored skirt there are two generous pockets, $4.25. A pretty gingham in light colored plaids has a pleated skirt with a deep bias fold around the bottom. White pique pipings show on the skirt and belt and the pique collar rolls softly back from a black silk tie, $5.75.

These Dainty White Voiles Have a Special Price—25c *a Yard*—A special purchase brought these lovely white voiles that will make such delightful summer frocks or blouses. About 3,000 yards in all—effective stripes and plaids, tiny checks, lacy plaids with small woven figures and many others. At 25c a yard their price is half.

The Shirtwaist Dress Returns Far Prettier Than Ever—Now it is of cool washable silk, smartly tailored, in one-piece or with blouse and skirt separate, as you choose. There isn't a woman who won't see the possibilities of such a costume for shopping, business purposes, tennis, golf, or just to wear in the mornings at the seashore or country club. Striped habutai silk makes some of the prettiest of these dresses. They are made with big sailor collars, shirtwaist with pockets, and pleated skirts. All are in light-colored stripes and in one or two-piece styles, $27.50. Or you may have the palest pink or white crepe de chine separate blouse dresses, with roll collar and tie of navy blue polka dot silk. These, too, will wash, $30.

Yes, We Have Double-Panel Petticoats in Larger Sizes and women who want these practical summer undergarments will find them here in wide and pleasing assortment. The skirts are of cambric, properly proportioned and made with care, and are finished with embroidery flounces. $1.65 to $3.75 each.

Sale of White Washable Kidskin Sport and Walking Shoes for Women and Misses—Oxfords $3.85, high-cut boots $4.95. An event in which only the very best footwear is offered at prices below usual wholesale cost. Only as a result of a very fortunate trade opportunity are we able to present such values. Included in the collection are boots and oxfords for golf, tennis, and walking with soles and heels of white ivory leather or "Neolin." Made of all white washable kidskin, and some with blue or brown strappings. Sizes from 2 to 7.

The Most Sensible New Shoes for Men include Cordovan leather shoes, in a dark mahogany color, at $8. These are made over the English last, long vamps, wide shanks, and broad, low heels. At the same price are dark tan Russia calfskin shoes and black Russian calfskin shoes. We particularly recommend these shoes for their good appearance and their excellent service for men who like to walk a good deal.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing" . . . . . . Established 1893
"The Show Window" . . . . Established 1897
"The Window Trimmer and Retail Merchants Advertiser" . Established 1903
"Merchant and Decorator" . . . . Established 1905

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MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The International Association of Display Men

⁂In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

⁂Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

⁂When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

⁂Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

July 1917

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DID IT OCCUR TO YOU

IT must not be forgotten by display men that, while manufacturers of window and store fixtures, decoratives and other necessaries are dependent on the profession for success in their particular lines, so are the display men dependent to a large extent on the manufacturers and dealers. Co-operation between the men employed in the actual display work and those supplying materials is desired by both. Each may be divided into two classes: Display men who purchase from manufacturers or dealers who co-operate with the window display men and their organization, and display men who turn the bulk of the business to the non-supporters. It is obvious, and has already been stated above, into what classes the manufacturers and dealers may be divided.

This journal argues firmly that these men and concerns who are, and have been for years, boosters for the men and the I. A. D. M. conventions—both in a physical and financial way—should rightly have the support of the display men. In fact, it is extremely doubtful if conventions on the order of past I. A. D. M. conventions could be successfully conducted by the Association were it not for the support given by the manufacturers and dealers who donate and exhibit.

Considered from this angle, and it seems to be the all important one, display men affiliated with the I. A. D. M. have it as a duty of friendship, co-operation and business to support the men who in their particular way are aiding in the support of the Association and making big, successful conventions possible.

Then again, there are those who advertise in the various trade journals. Some of these papers are doing much for the display man and the profession, and this advertising in no small way makes it possible for these papers to carry on its work of elevating the window display profession. These men who advertise in journals that have the interest of the display men at heart are doing their share toward co-operating with the display men and these advertisers should be given the support of the Association.

* *

OCCASIONAL ADVERTISERS

AN advertiser who expects to advertise once in a while is not the advertiser who gets the most for his advertising dollar, H. E. Cleland of the McGraw-Hill Publishing Co., St. Louis, told the Business Press Department of the Associated Advertising Clubs, recently, in the Municipal Courts Building, St. Louis. He said:

"The really potent thing in advertising is cumulative effect. You know that even poor and mediocre advertising persisted in, pays and pays handsomely. You know, on the other hand, that spasmodic advertising, even of the best kind, has only a temporary effect; and that that effect is seldom of sufficient force to pay. The splurger makes his splash, the ripples die out and the surface becomes calm and serene. He loses because his advertising is too costly to be kept up continuously.

"There is no substitute for continuity in advertising."

C. D. M. A. ENTHUSIASTIC

THE CHICAGO DISPLAY MANUFACTURERS' ASSOCIATION held its regular luncheon and business meeting at the Morrison Hotel, Chicago, June 13th, and elected officers for 1917-1918. F. H. Gelderman, L. Baumann & Company, was chosen to lead the organization. J. C. Bodine, Bodine and Spanjer, 1st vice-president; Harry Jones, Adler and Jones, 2nd vice-president; F. A. Watkins, treasurer. Irving L. Bradford, who has been secretary of the Association since its formation, was again elected to act as secretary.

Following the election of officers, Mr. Bradford, chairman of the Convention Committee, reported on plans made for attending the big event of the I. A. D. M. He reported most enthusiastically and the Chicago Display Manufacturers' Association will surely do its best to make the Convention the big success that it promises to be. Plans are perfected at this time and the big gathering of Chicago men are anxiously awaiting the starting time.

SHOW WINDOW VALUES

A FAIR idea of what the big, prosperous retailers throughout the country think of window display advertising may, in a small way, be gathered from the fact that a small specialty shop on New York's Fifth Avenue expends in rentals over $40,000.00 per year on the decorating of its windows.

The Filene store in Boston charges its departments an aggregate rental of more than $100,000.00 per year for show windows, while most of the New York stores reckon their windows at a much larger figure. The Lord & Taylor store figures $150,000.00 in this department.

The ideas and skill of the men in charge of the windows in connection with the quality of merchandise displayed is responsible for this big value placed on the show window.

WHAT OLD SI SAYS

"FOLKS says it pays to advertise," said Old Man Banks to me. "Folks says the merchants that is wise, prints prices folks can see." But Silas Sanders, poor old jay, says, "No, not on your life"—for advertising was the way old Silas got his wife.

He sent an "ad," all wrote up slick, to some dern magazine that says an "ad" will do the trick and fetch a man a queen. Wal, Silas never knew a lot; he went and wrote a letter. You orter see the queen he got—"The queen got him," is better!

She seen the "ad" and came to Si as fast as steam could bring 'er; and bye-and-bye she ran the ranch, gol ding 'er! So if you don't want no black eyes or nodisturbance near you, don't say it pays to advertise where poor old Si can hear you!

William F. Kirk.

THE SATISFIED CUSTOMER

THE following case came within the experience of an editor of a well known trade journal: A man bought a pair of shoes. They were not guaranteed to render any particular amount of service. The man wore the shoes three months and the soles wore through and the uppers cracked open in one or two points. The purchaser took them back, telling the clerk that he did not desire any adjustment but felt that the store would want to know that the shoes had not given the service he had expected they would at the time of the purchase.

Without a word of argument a new pair of shoes were given without charge. All of which shows that the merchant realized that a well satisfied customer is unqualifiedly the greatest advertiser that a retail store can have.

* *

DO not fail to read particulars regarding the educational feature of the next Convention, which appears on another page of this issue. New features expounded by the leaders of the profession.

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1917 have been made as follows:

Walter E. Zemitzsch, St. Louis, Mo.
J. W. Turley, Hartford, Conn.
J. H. Addison, San Francisco.
Jack Cameron, Des Moines, Ia.
J. Harold Chadwick, Johnstown, Pa.
Al Hagen, St. Louis, Mo.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

The Value of High Class Draping

—Article 6—

By

T. Guy Duey

AT no other time has there been such an opportunity for the creation of more and better business in the fabrics and trimmings departments than there is at the present and especially for the coming season. With the great economy wave and the many clubs and organizations which have been formed to stimulate interest in economical buying and elimination of waste, the subject of home sewing and garment making comes in for a great big slice of the melon.

It is a known fact that the progressive retail stores are an educative force, suggesting new ideas, creating new demands, influencing the people to a higher standard of living, through the efficient displays in the window, showcases, tables and ledges. In such displays of dress fabrics and trimmings, Fashion plays the leading role, because with such, it is a very simple matter to demonstrate the advisability of securing two very fashionable garments by home making for the price which would ordinarily purchase only one ready made garment.

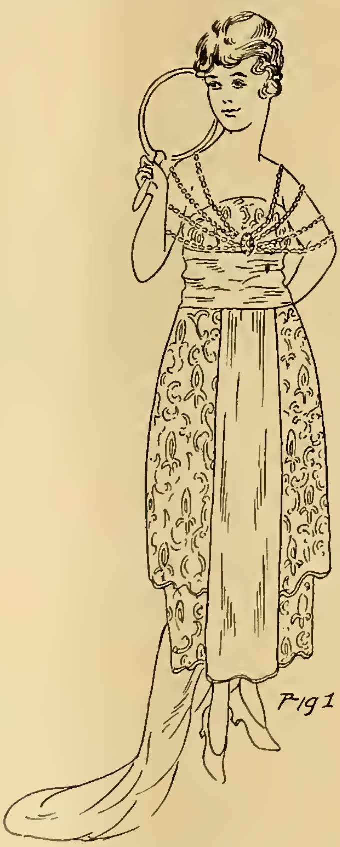


Fig 1

Here is where the displayman can fully emphasize his ingenuity and co-operative ability to produce a greater volume of business for these departments, by putting a little extra ginger into these displays.

We now hear a lot of talk about "Our Duty to Our Country," which is very proper, and so it is with every display man. "His Duty to His Employer" is to work harder and keep the business wheels humming so as to create the usual amount of enthusiasm among the populace and thus you are doing a bit for "Uncle Sam" as well, by the punch you have put into the business through the displays.

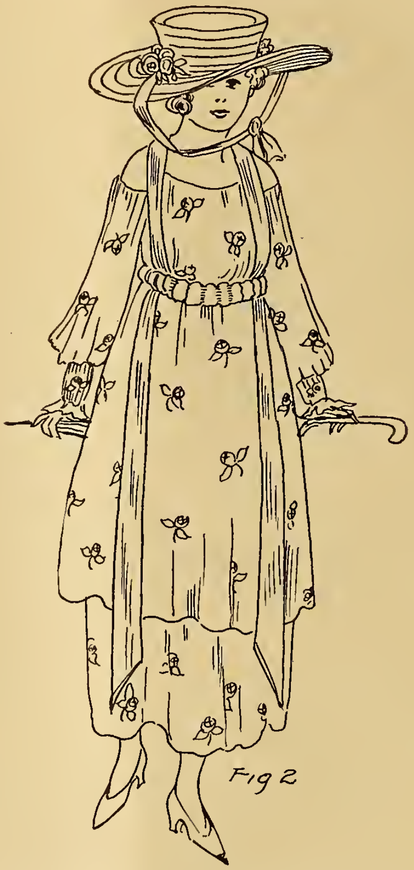


Fig 2

Figure 1 shows a picturesque evening gown of soft Egyptian printed chiffon and rich lilac satin. In order to produce this attractive drape use a six-yard piece of printed chiffon. This six-yard piece furnishes width for length of the skirt. Place around the form with the upper selvage at the waist line. Bring around the form again with top selvage at the bust. This process forms the blouse and tunic of the skirt. Next start end of satin at bottom of the skirt and form the front panel in the skirt; pin at waist and carry satin twice around form in order to make girdle. The remainder is then used to make the train. Trimmings may then be added and in the illustration reproduced here they are pearl and jet and placed over the shoulders.

Figure 2 shows white organdie embroidered in new blue and red. This is used for an afternoon frock and has long pendants of blue taffeta ribbon falling from the shoulders and extending almost to the bottom of the skirt.

The garment is started with the ends of the materials at the cuffs of the sleeves. The method of producing the rest of this drape is thoroughly explained in my 5th article which appeared in June. Shir at the waist and cuffs with narrow ribbon which matches streamers. A striking hat in white is trimmed to match design and ribbon on garment. A red parasol is added.

Figure 3 shows a coral pink gabardine frock with overbodice elaborately embroidered in gray chiffon to match used for bishop sleeves and for V-shaped section at the front of the blouse. In making this drape, first make sleeves of chiffon. Starting at the cuffs as before bring the center of same across front of the bust. Then commence with end of gabardine, drawing under the arm and pinning both selvage edges on top of the shoulder. Then cover one-half of the front, forming three pleats down skirt. Then loop up to form one-half of back on the same side. Take the other end and make other side by the same process. Simply wrap on the embroidered over-bodice. A striking bee-hive turban is then added.

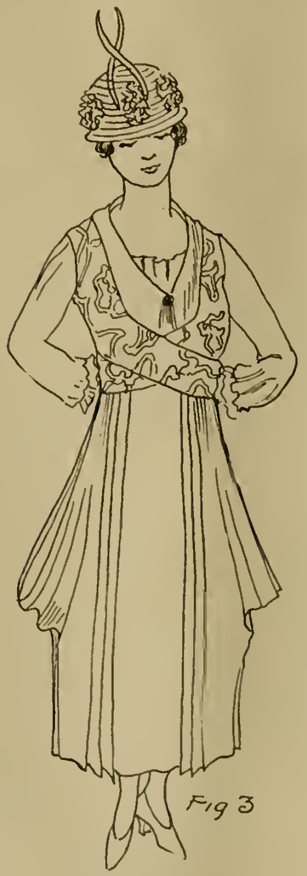


Fig 3

In Figure 4 is shown a simple gown of black net over a foundation of steel cloth, with drapery of satin in a steel shade. The foundation is begun at the end of the neck, pinning to opposite end over shoulders, and brought down to form the front of the garment. The back is covered in the same manner, the selvage edges making a seam down either side. Commencing under arms repeat same steps with net, and finish off bottom. The surplus material is disposed of by placing under the form. Then take a four-yard piece of silk and drape around the form, allowing two ends of same to meet at point in front. Place a five-yard piece of chiffon over the arms and allow same to drape carelessly on either side. Simple steel bead trimmings are used on the neck and arm loops.

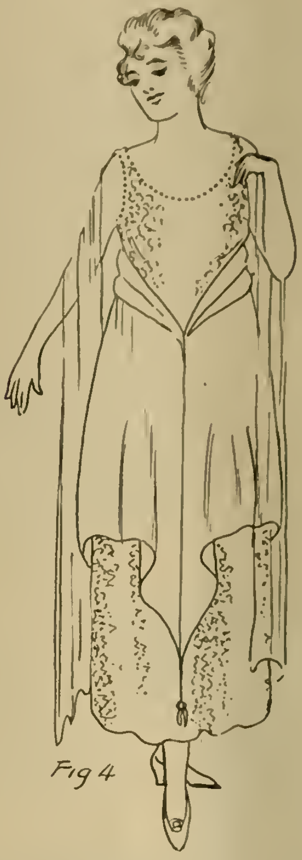
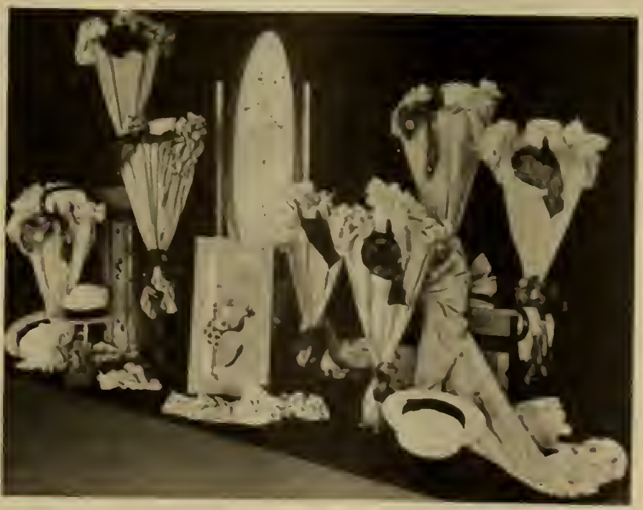


Fig 4

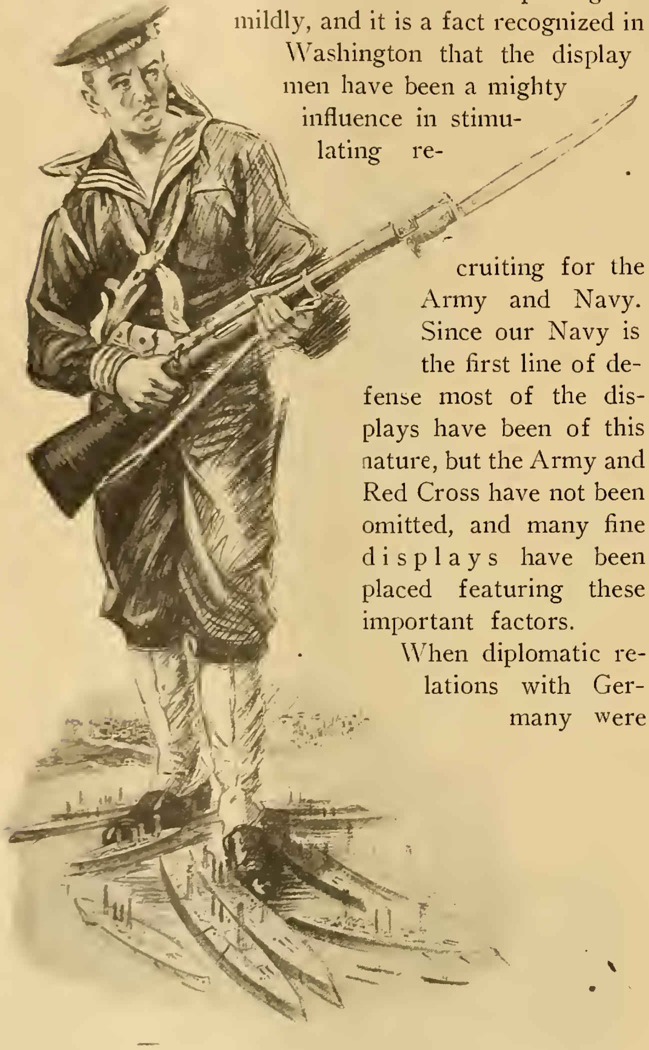


DISPLAY BY L. ENOS FOR S. H. PRICE, SAN DIEGO, CALIF

PATRIOTIC WORK BY DISPLAY MEN

The Windows of the Retail Stores Have Been Beautiful Testimonials of the Work Being Done By Display Men In Doing Their "Bit" Toward Bringing the Army and Navy to Its Full Fighting Strength—Red Cross Displays Also Bringing Results

THE response of the display men throughout the country to the call for recruits is indeed worthy of the highest emulation and there is scarcely a display man in the country who has not placed at least one display of the patriotic nature. To say that the men of the display profession have done their "bit" is putting it mildly, and it is a fact recognized in Washington that the display men have been a mighty influence in stimulating recruiting for the Army and Navy. Since our Navy is the first line of defense most of the displays have been of this nature, but the Army and Red Cross have not been omitted, and many fine displays have been placed featuring these important factors. When diplomatic relations with Germany were broken in early February, this journal offered the use of its editorial columns to encourage recruiting, and called upon every man employed in the window display profession to place patriotic displays that would have some influence in building up our Navy to its full fighting fluence in building up our Navy to its full fighting strength. It further set the pace for all other trade papers by instituting a department of patriotic displays, and now one of the features of MERCHANTS RECORD AND SHOW WINDW is the section devoted every month to the patriotic display in the store window.



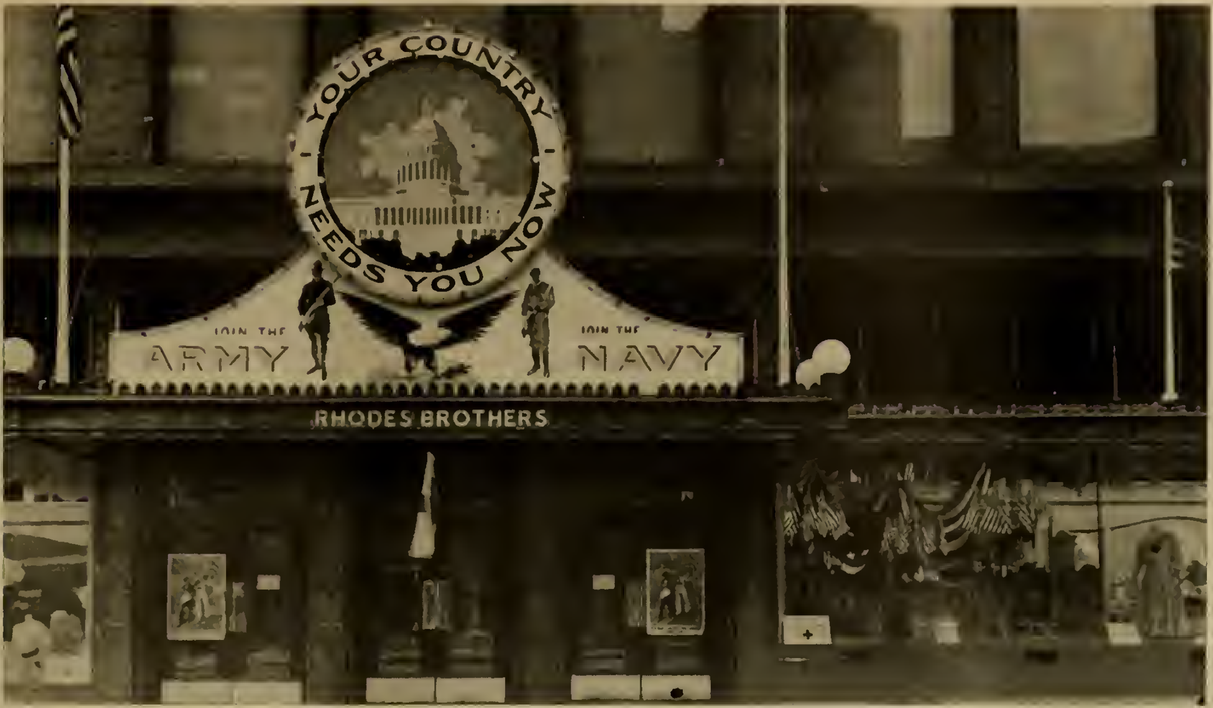
The display men did much toward making the Liberty Loan the great success that it was, and during the past month these men have been doing much toward swelling the funds for the Red Cross Society. Many wonderful displays have been set, featuring the Red Cross Work and as in the other forms of window display pertaining to the patriotic, have been of valuable assistance.

In this issue we are reproducing more displays of a patriotic nature which have been placed during the last four weeks. One of the most novel of the displays was executed by Bert Cultus, display manager for Rhodes Brothers, Tacoma, Washington. The reproduction of the White House was so constructed that at night when the lights were turned on it presented a most realistic and beautiful effect. Around the outside of the center were red, white, and blue lights. In conection with this decoration large shields, fourteen in number were used to represent the fourteen countries fighting as allies. Each shield was illuminated by a large reflector. This display was pronounced generally as being the best of its kind ever seen in Tacoma.

William J. Sanger, display manager for Burke Fitzsimmons Hone Company, Rochester, New York, recently had a beautiful display aiding in the big drive to subscribe $800,000,000 to the Red Cross fund. Rochester's share of $1,000,000 was oversubscribed, and Mr. Sanger's display had much to do with the big success. The large red cross in the center of a sunburst was illuminated by several electric lights.

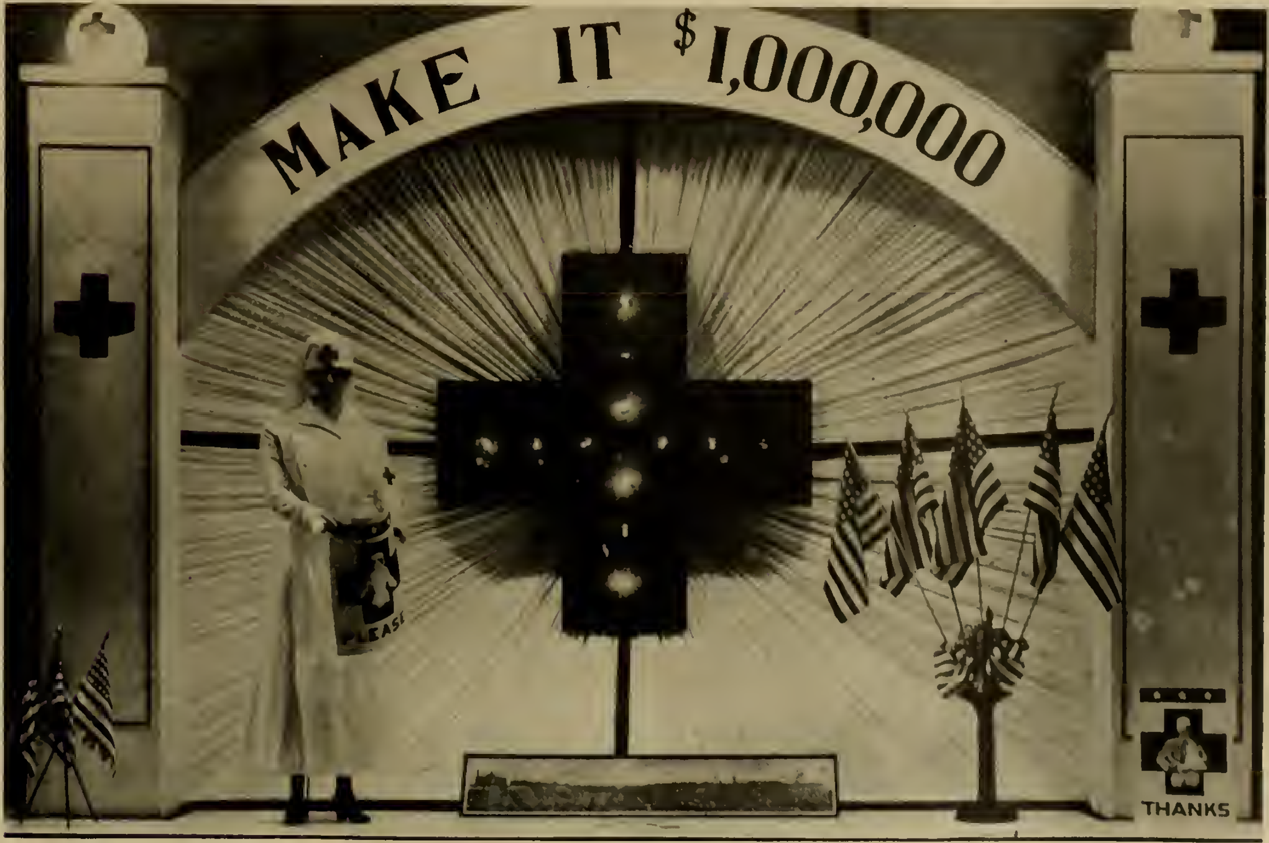
Sol S. Victor, display manager for the Russell Company, Detroit, Michigan, placed a display that attracted so much attention that there has been no end of favorable comment and congratulations for the display man. An ordinary wax figure was used and draped with the American flag. The torch held aloft in her right hand was made of black cardboard, having a gold band. An electric wire was fitted to run through the torch. Ordinary red crepe paper was used for the flame effect, while on the other hand, the "Goddess of Liberty" was holding red, white and blue ribbons which were carefully draped and placed around President Wilson's picture.

One of the spacious windows of Jarrett's Dry Goods Company, Corsicana, Texas, recently contained an interesting patriotic display. It was designed and executed by display manager, Robert Karger.

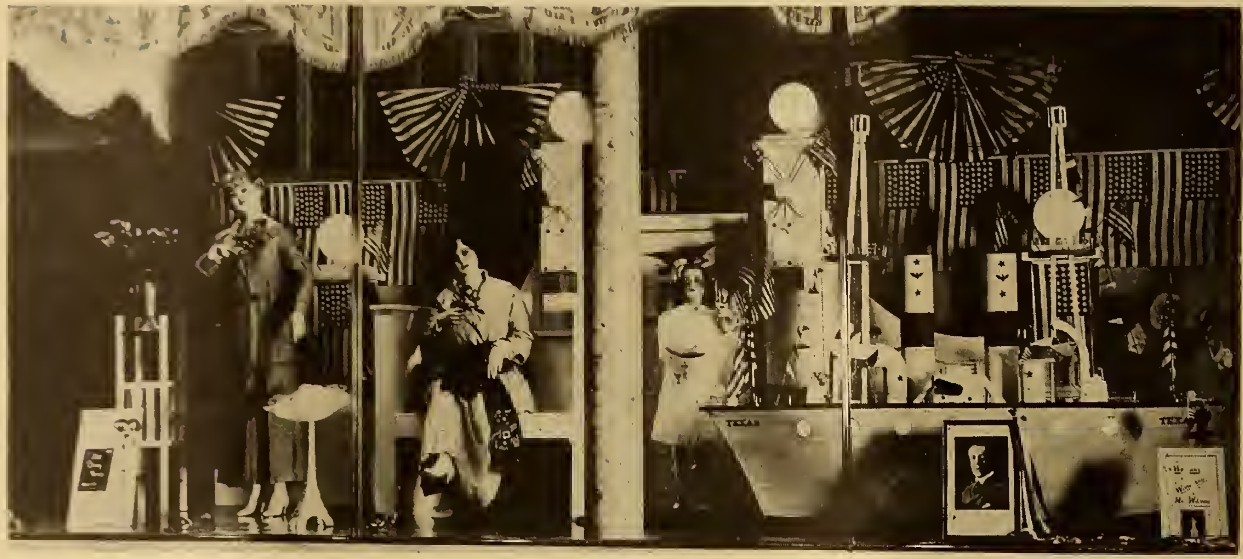

YOUR COUNTRY NEEDS YOU NOW
JOIN THE ARMY
JOIN THE NAVY
RHODES BROTHERS

PATRIOTIC DISPLAY BY BERT CULTUS FOR RHODES BROTHERS, TACOMA, WASH.

A miniature battleship, complete as well as accurate in every detail from anchor to wireless, was the feature of this display. The boat, U. S. S. Texas, measured nine and a half feet over all, and three feet amidships, while her wireless autennac rose six and a half feet above the keel. Her main armament consisted of eight fourteen-inch guns, and a secondary defense of six pounders, mounted on her two fighting tops. The wireless towers were illuminated with red, blue and green electric lights which gave an added touch of


MAKE IT $1,000,000
PLEASE
THANKS

RED CROSS DISPLAY BY W. J. SANGER FOR FITZSIMMONS HONE COMPANY, ROCHESTER, N. Y.



DISPLAY BY ROBERT KARGER FOR THE JARRETT COMPANY, CORSICANA, TEXAS.

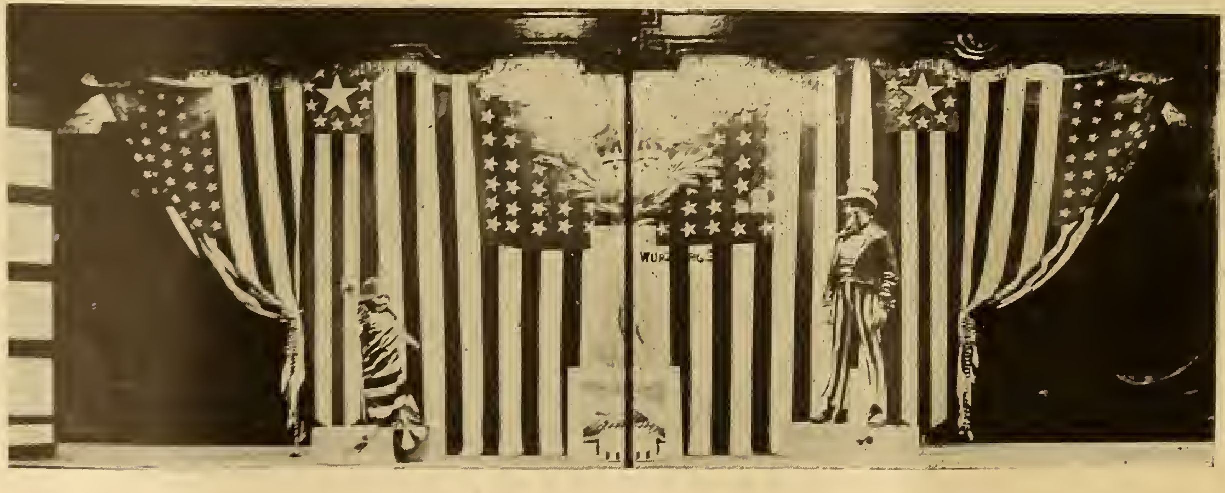
effectiveness. Although her port holes were closed and her signals read, "America expects every man to do his duty," the Texas was not cleared for action as she still had her eight life boats swung from davits overside, and her brass deck railing still glittered in the light from her wireless. But she had already received her coat of battleship grey, and with anchor hoisted and cable neatly coiled, stood ready to get under way at a moment's notice.

In the foreground was an excellent picture of President Wilson draped with red, white and blue streamers and a card bearing the inscription, "We are with you, Mr. Wilson."

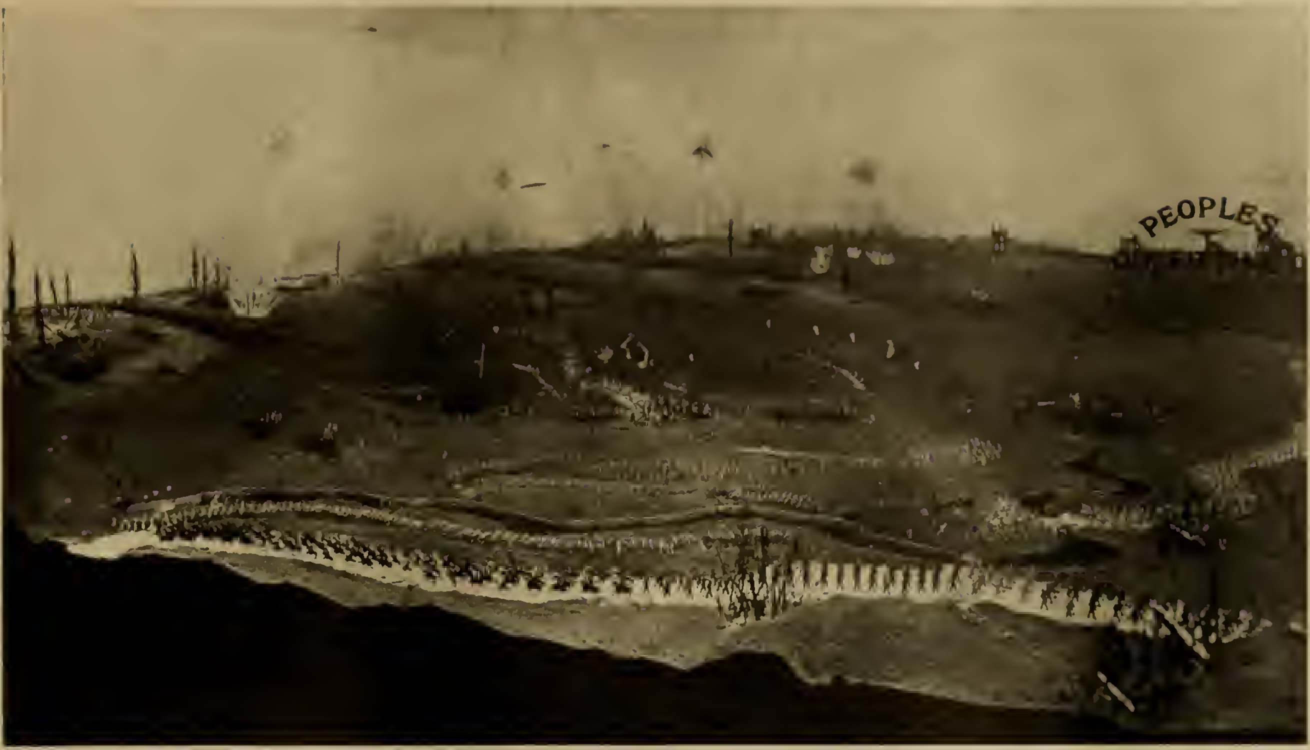
The *"All for America"* spirit was recently emphasized in the entire beautiful and modern display front of the big Wurzburg department Store of Grand Rapids, Michigan. This very unique and startling effect which was conceived by Display Manager, T. Guy Duey, and executed under his supervision, consisted of a set of patriotic window displays, which have perhaps never been surpassed; a setting that thrilled the hearts of every true American who happened to pass, by its unusual massiveness and its brilliant array of national colors, in the form of flags artistically draped and huge shields surmounted by gold eagles, which were arranged with a very decided emphasis of simplicity.

Every display window in this large establishment was devoted exclusively to this unusually extensive display of patriotism. Not a single piece of merchandise appeared in any of the windows.

The Wurzburg front has an island window over fifty feet in length and about six feet in depth, visible from all sides. This was divided in three sections, the central one being double the length of sections at either end. This center contained the central unit display of the whole setting, consisting of a background of two large flags surmounted with a massive gold



DISPLAY BY T. GUY DUEY FOR WURZBURG'S, GRAND RAPIDS, MICH.



DISPLAY BY A. D. VINCENT FOR PEOPLES OUTFITTING COMPANY, WILKES-BARRE, PA.

eagle (six feet from tip to tip). At either side of this stood a shield eighteen inches wide by eight feet in height. These were flanked with small flags, which were caught up with a red, white and blue cord, with tasseled ends, and draped in a very effective manner.

In front of this background in center was placed a cartoon sketch of "Uncle Sam" with gun in hand and with several bayonet attachments, hoe, rake and other garden implements. On the floor in front of this was placed the only card that was used in the entire exhibit, a small shield with a white panel across center with the following lettering: "The Star Spangled Banner, Oh, Long May It Wave, O'er the Land of the Free, and the Home of the Brave. Yesterday! Today! Forever!" To the right of the center stood "Uncle Sam" upon a slight elevation, and at the left a figure of a sweet girl of six, draped with a silk flag as Liberty, holding a white wand with dainty bows and streamers of ribbon in national colors and wearing a crown of gold.

The end sections contained only a large flag draped from a pole placed in one rear corner sweeping gracefully across the floor. The corner being held up by a mere babe who sat upon a slab placed near front of window at opposite corner from the flag staff. The two end units were identical, aside from the babes—one a six months' type and the other a year old.

The remaining windows were arranged in a sort of chain system, making it necessary for the onlookers to view the entire chain with close scrutiny. In the center background of each window was placed an immense shield surmounted by a large spread eagle finished in gold. On center of each shield was a silhouette panel twenty-six inches by six feet in length, depicting scenes emphasizing the necessity of unlimited co-operation among farmers, manufacturers, home workers for the Red Cross, etc., in order to assure the protection of our democracy and prosperity by the armies at the front. These shields were finished at the sides by large flags draped in about three feet from the bottom and held by red, white and blue cords with tasseled ends.

Throughout the entire setting, many interesting cartoons were used, same being well executed in uniform size and mounted on tall narrow panels, which were covered with a navy blue fabric. The whole effect reflected a deep study of patriotism and pride for our country, as well as the uplifting influence of our flag, which should be instilled into the very hearts of the younger generation.

This exhibit proved very effective and created an unusual amount of interest; great numbers gathering to view and study the many features. Needless to say, Mr. Duey and the Wurzburg establishment received a flood of congratulations from many of the very enthusiastic persons who saw or heard of this very successful achievement.

A. D. Vincent, display manager for the People's Outfitting Company, Wilkes-Barre, Pa., is another who recently placed a display of unusual interest.

The floor setting was constructed from ordinary redish brown building sand for a base, faced with green sweeping compound and touched up a bit by the adding of the same material in the red. The trenches were dug in sets of three each. The wagon pikes were of white sand. The soldiers represented those of Germany, France, Italy, England and United States. They were taken from the store's toy stock and measured about three inches high. In addition to the trenches were a number of shell craters, constructed as the trenches. The cannons and siege guns were turned from scrap crating, bronzed and mounted on black cardboard bases. The flying machines were also made from cardboard and painted gray. The burned houses presented an interesting feature, as they were first made of heavy cardboard and then burned down, after they had been set in place. The river was made of cheap galvanized iron and water continually flowed over it. The background was an ordinary muslin with painting. Over three thousand toy soldiers were used in this window.

Another fine Red Cross display was placed by P. W. Hunsicker for Paul Steketee & Sons, Grand Rapids, Michigan. It was in tableau effect and was judged as the finest of its kind seen in Grand Rapids. Mr. Hunsicker received from a local hospital a complete hospital room outfit. A wax figure was placed in the bed and two figures dressed as Red Cross nurses were shown attending him. This display man has been doing some clever work while helping out at the Steketee store during the absence of the regular display man.

THE TOGGERY COMPANY, INC., has opened a new store at Hayden, Arizona, and it is one of the finest in the vicinity. It has a large, modern arcade front with excellent displaying possibilities. Everything for the complete outfitting of men women and children is handled in this new store. R. C. Reynolds, who was with the Toggery store at Mesa, Arizona, has been made manager of the new house.

* *

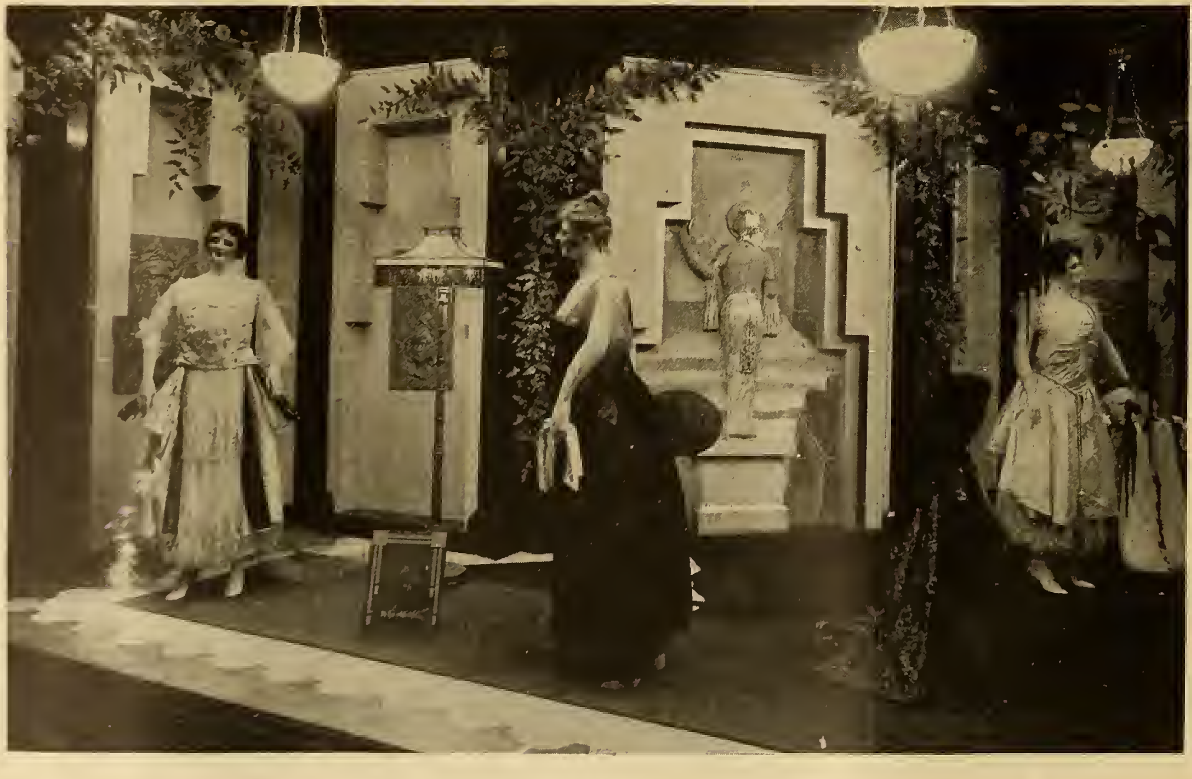
ATTEND the Convention of the I. A. D. M. to be held at St. Louis, August 6, 7, 8 and 9. The top-notchers of the profession will appear on the educational program. A good chance to get new ideas in display work.

* *

J. N. ADAMS & COMPANY, Buffalo, New York, recently had a patriotic display in one of its windows that attracted unusual attention. It showed a well laid-out back-yard garden where things for the table were being grown. It was, perhaps, the most unique display ever seen in Buffalo.

* *

IF you have not joined the I. A. D. M., and if you desire to become a leader in the profession, the best suggestion that we can offer is that you send your name to the secretary at once.



FALL OPENING DISPLAY BY AL. HAGEN FOR STIX, BAER & FULLER, ST. LOUIS, MO.

MR. CARL F. MEIER

Mr. Meier has the unusual distinction of having won First Prize for the best pen-lettered show cards three years in succession.

His instruction work will be based on a very complete knowledge of what is best for use in a retail store.

Mr. Carl F. Meier

Joins the Instruction Staff of

The KOESTER SCHOOL

Mr. Meier's many friends among the window display men will be pleased to know of this recognition of his worth.

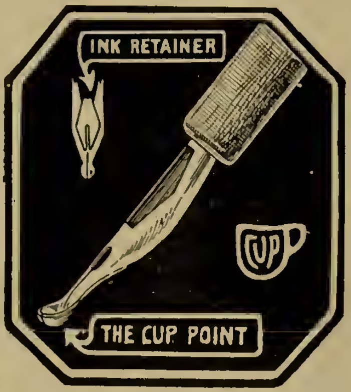
Mr. Meier is well and favorably known through his connection with the International Association of Display Men, as its 3rd Vice-President; and through his winning ten medals in three consecutive years at the Conventions of this Association. Nine medals on show cards and one on window display.

VACATION CLASSES

The Vacation Classes are now in full swing. This is your opportunity to prepare for the Big Fall and Winter selling season in the store, improving your present work or preparing yourself for a better position.

Every indication points to a big demand and high wages for display men—there is a great scarcity of men that can trim windows, write advertisements and make show cards.

THIS IS YOUR OPPORTUNITY TO FORGE AHEAD.



Try This New Speed Pen

We show here the very newest and latest development of the Speed Pen. The point of the pen is a cup that rides over the paper quickly and easily, no matter how rough the paper.

It not only makes possible greater speed, but it holds the ink more satisfactorily, assuring an even flow of ink.

A new style ink retainer is a permanent part of the pen.

These pens are not in the hands of jobbers or other dealers—can be had only from the Koester School.

Sold in a set of 12 pens, assorted sizes, and with an alphabet complete **50c**

Greatest Window Display School in the World

The consolidation of the Economist Training School of New York with The Koester School, now offers the most complete instruction possible in Window Display, Card Writing, Advertising and Salesmanship that is procurable.

The Koester School is the only School teaching all branches of Retail Publicity—the only school having a complete faculty of teachers and with actual teaching experience (some have taught in the Koester School for over eight years).

The oldest, largest and most complete school in the world.

Write for Literature at Once

The KOESTER SCHOOL

Instruction Department of the Dry Goods Reporter, Chicago; Dry Goods Economist, New York
Dry Goods Man, St. Louis; and the Pacific Coast Merchant of San Francisco, Cal.

215 S. MARKET ST. CHICAGO

ASKED AND ANSWERED

Paper Bowls

Merchants Record and Show Window:
Chicago, Illinois.

To the Editor—I have at this time use for paper bowls and am writing to you in the hope that you may, through the columns of the "Asked and Answered" department, supply information that would aid me in the making of same.

I am an old subscriber and your new department has appealed much to me. Kindly give me the desired information through the department in July.

F. W. J., Corsicana, Texas.

Answer—Get a block of wood turned to the size and shape of your desired bowl, and with a stem to serve as a mount. This should be covered well with French chalk. Take sheets of paper, well wetted, and paste them until required thickness is obtained. It is difficult to reduce the paper to pulp, and should you desire to do so an hydraulic pressure would be necessary.

* *

Contest Photographs

Editor Merchants Record and Show Window:

Allow me to congratulate your paper on the fine work it is doing for the men employed in the window display profession. I also wish to thank you for the kind criticisms and suggestions regarding my last contribution of photographs of my most recent displays.

I wish to ask you at this time if photographs submitted to your office are eligible for entrance in the I. A. D. M. contest. Trusting that you will reply in the July number, I am

Yours truly, J. H. T.

Answer—If the photographs forwarded to this office have been marked for the Annal Contest conducted by this paper, they automatically withdraw themselves from said contest should they be entered in the contest conducted by the I. A. D. M. You may withdraw photographs submitted in order to enter them in the contest conducted by the Association, but Association photographs are not included in those eligible for the annual contest of the Merchants Record and Show Window.

* *

Selling Old Stock

Merchants Record and Show Window,
Chicago, Illinois.

I am in charge of a hardware store in a town of about 15,000 people and as I have a quantity of odds and ends of small tools which I would like to dispose of, I am writing to this department for a suggestion regarding their disposal. I have already tried the method of advertising through the newspapers, and marked the merchandise down to a very low figure. These methods have proved unsatisfactory in so far as moving the goods is concerned. I trust you can suggest some better means through your valued Asked and Answered column.

M. F. M., Natick, Mass.

Answer—Not long ago an eastern hardware man devised a novel plan of cleaning up a lot of odds and ends of small tools worth 50 cents to $1 or more. To each one of them he tied a string. They were then placed in a window close to the glass with the strings extending to the back of the window but covered so that it was impossible to tell what tool was attached to each string. A large card was placed in the window with the following: "Pull the string and get a prize. Every string has a tool attached to it worth from 50 cents to $1.50. Twenty-five cents for a pull and you cannot help winning." It was not long before a great crowd was in front of this window watching the sport. Many of them came inside and tried their luck and it was not long before the window was empty. Try this scheme.

* *

Posing Wax Figures

Merchants Record and Show Window:

Will you kindly give me your opinion regarding the posing of wax figures? F. A. De R., Nashua, N. H.

Answer—In the July, 1916, issue of Merchants Record and Show Window appeared an exhaustive article on the "posing of wax figures." Some of the salient points follow. The commonest fault in posing wax figures lies in placing them in positions indicating action. One of the most popular poses is to place a figure with arm outstretched as though making a gesture. No matter how natural the motion of making a gesture may be, it is altogether unnatural to keep the pose for more than a moment or two, whereas the wax figure is likely to hold the same position for a week or more.

It is a good plan to watch women in repose and try to copy their positions. Always try to avoid placing a figure in any position that a person would not naturally retain for a minute or so.

* *

The Hess Contest

Merchants Record and Show Window:
Chicago, Ill.

In the June issue of the Merchants Record and Show Window Mr. Hess began a series of articles on "pen lettering," and stated that prizes would be awarded to the men making the most improvement in a given time. Now, at present I am taking a course in show card writing from a fellow display man. Will I be eligible to compete for the prizes offered by Mr. Hess? Thanking you for your attention and assuring you that I consider your journal the best for the display man, I am,

J. F. H., Indianapolis.

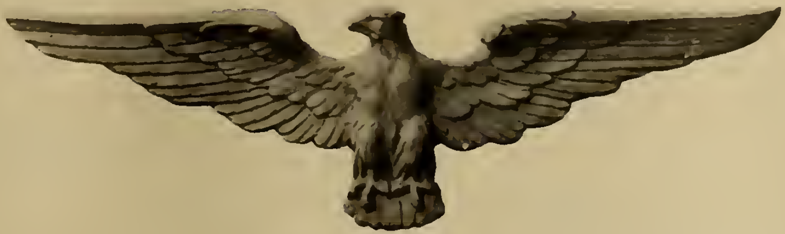
Answer—The style of lettering taught by Mr. Hess and your friend, no doubt has nothing in common, and though we are unable to state positively at this time Mr. Hess' decision in this matter, we feel that to allow you to compete for the prizes under conditions stated would be a trifle unfair to those who are working without the aid of outside instruction. We would suggest that you write to Mr. Hess.

The Spirit of Patriotism

Should be evident now and always—

Do something to remind the public that they, each and all, belong to one big and great family.

Make your show windows serve two purposes, and serve two purposes well.

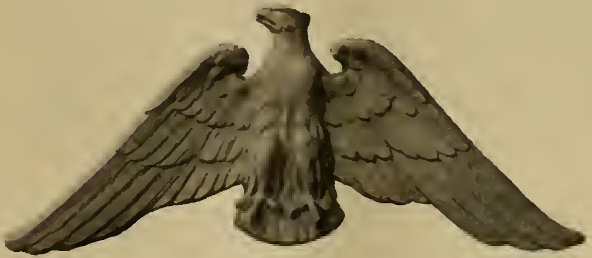


Do not cheapen Uncle Sam by nailing up a lot of junk. Be direct, graceful and dignified in all that you do in bringing to mind the crisis of our great nation.

We suggest a few things here to be used at the tops of window panels, or to suspend from wires.

These half-tones show clean cut relief design of the American Eagle. Size, about two foot spread of wing.

Price each, in ivory, gold or soft gray, $2,90



Send your order in *now* for a few dozen.

You can use them throughout the store to good advantage.

Prepare early for Fall Showing. Make a good exhibit and get your share of the enormous Fall business.

Do Not Fail to Visit Our Show Rooms and Studio When in Chicago

The BODINE-SPANJER Co

Designers and Manufacturers of Decorative Backgrounds for Show Windows

Phone Diversey 2585

1160 Chatham Court, CHICAGO

To get to our studios, take Larabee St. car, on Dearborn St. (down town), go north, get off at Division St. and walk one block west to Chatham Court.

MR. GEO. A. SMITH, Eastern Representative, 1777 Broadway, New York City

CATCH PHRASES

SNAPPY EXPRESSIONS FOR SHOW CARDS AND ADVERTISEMENT HEADINGS—SOME ARE ORIGINAL, SOME BORROWED—ALL ARE SHORT AND TO THE POINT AND BOUND TO ATTRACT ATTENTION

FRENCH BLOUSES FOR YOUNG GIRLS —YOUTHFUL, SIMPLE IN LINE AND OF EXQUISITE WHITE VOILE—JUST THE THING.

* * *

OPEN NET FOR CORSETS—IT ALLOWS FOR CIRCULATION OF AIR—IS LIGHT AND A MOST SATISFACTORY FABRIC FOR SUMMER STAYS.

* * *

THIS IS A STORE OF FIXED PRINCIPLES —ONE DAY IS LIKE ANOTHER, AND THERE ARE NO SHIFTING SANDS HERE AT ANY TIME.

* * *

OUR GREATEST SATISFACTION IS IN BEING SATISFIED THAT WE CAN SATISFY YOU—"SATISFACTION GUARANTEED" IS OUR BIG SELLING POINT.

* * *

PEOPLE ARE QUICK TO RECOGNIZE THE ECONOMY IN TRADING HERE—NEW BARGAINS DAILY—WE ARE OUT TO MAKE MANY NEW FRIENDS.

* * *

A COMFORTABLE BUY—A COUCH HAMMOCK, LITTLE IN PRICE, STURDY IN CONSTRUCTION, AND THE ACME OF LUXURIOUS COMFORT.

* * *

FOR SOFT, LUSTROUS BEAUTY AND THE PERFECT SHAPELINESS THAT EXACTING FASHION DEMANDS, ASK TO SEE OUR FAMOUS SILK HOSE.

* * *

FOR THE MAN WHO WANTS A SILK SHIRT, IN BOTH WEAVE AND PATTERN, THIS IS AN OPPORTUNITY THAT SHOULD NOT BE OVERLOOKED.

* * *

THESE MODELS ARE AS NUMEROUS AS WAR HEADLINES IN METROPOLITAN "DAILIES," AND THERE'S NO SIGN OF MONOTONY IN THE WHOLE ASSORTMENT.

* * *

MEN'S SUITS THAT WIN—THEY WIN FOR THEIR STYLE — THEY WIN FOR THEIR SPLENDID MAKING—THEY WIN FOR THE LTTLE PRICE OF FIFTEEN DOLLARS.

WITHOUT EXCEPTION THESE OFFERINGS REPRESENT THE BEST OPPORTUNITIES OF THE SEASON.

* * *

MEN WHO ARE ON THE LOOKOUT FOR A GOOD THING WILL LOOK IN THIS WINDOW TOMORROW.

* * *

UNDERMUSLINS—NEW SHAPES, NEW MODES OF DECORATION, NEW TOUCHES OF ATTRACTIVENESS AND NEW GOOD VALUES.

* * *

WASHABLE SKIRTS—LET US BE EMPHATIC REGARDING TWO IMPORTANT POINTS; THEY ARE TAILORED AND PRESHRUNK WASHABLE SKIRTS.

* * *

WALK DOWN THE AISLES OF THIS STORE TODAY—EXCELLENT VALUES AT EVERY SIDE—WORTH WHILE QUALITIES AND BEAUTIFUL FABRICS AT SPECIAL PRICES.

* * *

BLOUSES FURNISH A CASE IN POINT—WE HAVE GIVEN SPECIAL ATTENTION THIS SEASON TO THE REQUIREMENTS OF STOUT FIGURES.

* * *

NEW SMOCKED DRESSES FOR THE LITTLE GIRLS—ALL SMOCKED BY HAND AND ARE BEAUTIFUL IN THEIR SIMPLICITY.

* * *

SUMMER'S APPAREL STORY IS A LGHT, AIRY THEME—FOR FROCK AND SUITS ARE INVARIABLY LIGHT IN COLOR AND LIGHT IN WEIGHT.

* * *

WEAR OUR POROUS-LIKE SUITS—SMILE WHILE THE OTHER FELLOW SWELTERS.

* * *

BY HONEST DEALING THIS STORE IS MAKING NEW RECORDS AND MANY NEW FRIENDS.

* * *

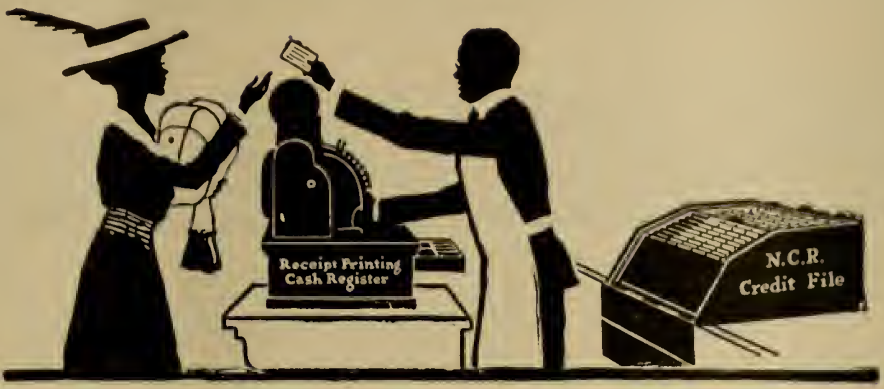
SILKS AT UNUSUAL SAVINGS—ALL THE STERLING QUALITIES WHICH HAVE MADE THIS STORE FAMOUS.

* * *

HERE IS YOUR OPPORTUNITY—AN ECONOMY EVENT THAT IS WITHOUT PARALLEL—INSPECT THE STOCK.

* * *

THOUSANDS OF SILK WAISTS AT COST PRICES——CRISP, COOL CHINA SILK WAISTS THAT ARE SO POPULAR FOR SUMMER WEAR.


Receipt Printing Cash Register
N.C.R. Credit File

Up-to-date System for Retail Stores

Electrically Operated National Cash Register

Greatest labor-saving machine for retail merchants.

It does 15 things in three seconds.

It does quickly what clerks can't do.

Tells which clerk sells the most goods.

Advertises your goods direct to your customers.

The New N. C. R. Credit File

Cuts out all bookkeeping of customers' accounts.

No customers' ledger, blotter or day-book.

Every customer's account balanced to the minute.

Complete record with one writing.

Saves time and work for clerks.

Customers like it; it saves their time.

War or no war, prosperity is increasing. Hence don't delay.

Order now and get the profits which our system will make for you.

It more than pays for itself out of the money it saves. Sold on small monthly payments.

Old cash registers repaired, bought, sold, rebuilt and taken in exchange for new registers.

DRUGS
DEPARTMENT STORE
GROCERY & PAINTS
BANK
BOOTS & SHOES
FURNITURE
CLOTHING
GROCERY
MARKET
DRUGS
DRY GOODS & NOTIONS
DEPARTMENT STORE

Adapted to retail stores of all kinds, from the smallest to the largest

To Dept. 174,
National Cash Register Co., Dayton, O.

Please send me full particulars of your latest model cash register and the new N. C. R. credit file.

Get the benefit of these prosperous times.

Name________________

Business________________

Address________________

Cut out this coupon and mail it today

MOVEMENTS OF DISPLAY MEN

WALTER E. ZEMITZSCH, display manager for Famous & Barr, St. Louis, and president of the St. Louis Display Men's Club, was a recent visitor in Chicago.

✕ ✕

GEORGE H. JENTZEN has resigned his position as display manager for the Furst Store, Jersey City, N. J., and is now a member of the decorating staff at Gimbel's, New York City.

✕ ✕

E. P. BURNS, display manager for the Robert Simpson Company, Toronto, Canada, was a recent visitor to New York.

✕ ✕

H. E. HERROLD is now employed as display manager for the E. C. Minas Company, Hammond, Ind. He was formerly located at Evansville, Ind.

✕ ✕

WALTER E. NICKELL is now in charge of the windows and card writing for McCoy's Department Store, Waukesha, Wis. He was formerly employed in Milwaukee.

✕ ✕

L. C. LEAVY has accepted a position as display manager and card writer for the Dires, Pomeroy & Stewart store, Pottsville, Pa.

✕ ✕

GEORGE E. VALLIS, formerly display manager for Hall, Kaul & Hyde Company, St. Marys, Pa., has accepted a position with Searer Bros., Brooklyn, N. Y. Mr. Vallis will be advertising and display manager for the big Brooklyn house.

✕ ✕

C. G. LAWRENCE, for the past four years display man for the Armstrong Clothing Company, Lincoln, Nebraska, has accepted a position with the Plymouth Company, St. Joseph, Mo.

✕ ✕

A. L. MEADOWS, for many years display manager for the Grand Leader, Texas, has accepted a position as display manager for the White House Dry Goods Company, Beaumont, Texas.

✕ ✕

ELLSWORTH H. BATES, formerly interior display man with Harris-Emery Company, Des Moines, Ia., has accepted a position as assistant to Fred King, display manager for Block & Kuhl Company, Peoria, Illinois.

WILL F. FLETT is now display manager for the J. C. Penney Company, Colorado Springs, Colorado. His previous position was with A. P. Lahr & Son, Evansville, Ind.

✕ ✕

GEORGE A. SMITH, specialist in Window Display Advertising, whose articles are appearing in Merchants Record and Show Window, is now the Eastern representative for the Bodine-Spanger Company, Chicago.

✕ ✕

D. HUNT, owner of the Hunt store, Tulsa, Oklahoma, and O. E. Wheete, display manager, were in Chicago recently making final arrangements for store and window fixtures, backgrounds, et cetera, which will be placed in the big, new Hunt store, to be opened soon. No expense is being spared in the equipment and when finished will be one of the most beautiful stores of its kind in the country.

✕ ✕

C. F. RICHARDSON, for several years display manager for Cole Bros. Dry Goods Company, Manhattan, Kansas, has resigned to accept a similar position with the Pelletier Stores Company, Topeka, Kansas.

✕ ✕

E. BURKE has resigned his position at New London, Connecticut, to accept a display manager's position at Rutland, Vermont.

✕ ✕

THOMAS V. M'GANNON is another to make a change. He has accepted a position in Humboldt, Kansas. He was formerly employed at Pittsburg, Kansas.

✕ ✕

T. D. MAC GILLIVRAY

THE many friends of T. D. MacGillivray of St. Paul, will regret to learn that he died suddenly at the Henshaw Hotel, Omaha, Nebraska, Saturday morning, June 16th. Mr. MacGillivray, known among the merchants and display men as one of the most popular of men, was at the time on a western trip for the French Wax Figure Company, by whom he was employed. He retired on the night of the 15th slightly indisposed, but this seeming slight indisposition developed seriously and he died before he could be taken to an hospital. Mac was genial and very popular, and his passing has caused widespread grief amongst his friends.

AUGUST SALES
A

LET US HELP YOU "CLEAN HOUSE" IN AUGUST!

☞August is "clean-up time" in most retail stores. Summer goods must be got rid of—room made for the new season's stocks.

Will YOUR August clean-up be a success or a failure? Will it accomplish its purpose, or will you find at the end of the month that you have an unpleasantly large stock of summer goods to carry over?

A SUCCESSFUL—yes, even a PROFITABLE month is assured clients of the Economy Service Company, who make use of the plans and ideas we have developed for their advertising and merchandising.

Our August 1st Bulletin (issued early in July) contains ideas for a number of timely events, together with illustrations, copy, layouts, etc. The "How To Sell It" section takes up the window-trimming and card-writing problems for the month, and also suggests a number of practical "stunt" for increasing business.

Ordinarily, these Bulletins are supplied ONLY to our clients. But if you are interested in our service and if it is not already placed in your town, we will be glad to send you a copy FREE.

Attach this advertisement to your letterhead and send it to us.

Economy Service Company
231 West 39 St - New York City
Affiliated With The Dry Goods Economist. (MR)

Extraordinary Opportunity

Attend the Third Semi-Annual
MERCHANTS' SHORT COURSE AND CONFERENCE
August 6th to 10th Inclusive

¶ Come to New York for your vacation and at the same time avail yourself of the most wonderful Educational Lecturers and Demonstrations conducted by the Instruction Department of the Dry Goods Economist. The following are a few of the subjects we have decided upon:

How to Win the Co-Operation of All the Departments of An Organization
Correct Dressing for Varied Types of Women
A Knowledge of Colors as an Aid to Sales
Twenty Merchandise Ideas With the Selling Punch
Bonus Plans for the Sales Force
The History of Costumes and How It Influences Present Day Styles

You Should Act Now If You Are Interested in Attending This Great Conference—Attach This Advertisement to Your Letterhead and Mail Today

Full Particulars and Complete Program Ready for You

DRY GOODS ECONOMIST
231 W. 39th ST. *Educational Department* NEW YORK

PRESIDENT, E. J. BERG, Omaha, Neb.

SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

International Association of Display Men

1st VICE-PRESIDENT
L. A. ROGERS
Detroit, Mich.

2d VICE-PRESIDENT
MALCOLM
J. B. TENNENT
Portland, Ore.

3d VICE-PRESIDENT
CARL F. MEIER
Davenport, Ia.

TREASURER
W. H. HINKS
Minneapolis, Minn.

CHM. PROGRAM COMMITTEE
C. J. POTTER :: St. Louis

CHM. EXECUTIVE COMMITTEE
A. W. LINDBLOM
Minneapolis, Minn.

CHM. MEMBERSHIP COMMITTEE
ED. O'MALLEY
Kankakee, Ill.

CHM. PUBLICITY COMMITTEE
D. B. BUGG
New York

CHM. EDUCATIONAL COMMITTEE
J. D. WILLIAMS
Cincinnati, O.

ST. LOUIS CLUB INVITES YOU

THE twentieth annual convention of the International Association of Display Men will be held at St. Louis, August 6, 7, 8 and 9, and I give eight specific and definite reasons why every display man should attend.

The displays and demonstrations are to be more extensive and elaborate than ever before. For future ideas, the showing of backgrounds, pictures, flowers, etc., is invaluable and should be taken advantage of as being the last word in window decoration. Nothing but the most beautiful will be shown. It is the earnest endeavor of all those connected with committees pertaining to this convention to bring together the greatest gathering in the history of the I. A. D. M. At this convention will be found the most artistic talent in the world.

Aside from the convention, St. Louis is most picturesque and beautiful in its surroundings and to delegates who have not as yet made a visit to this fair city, the interesting sights will more than pay you for your time and travel in coming. The St. Louis Association of Display Men is amply prepared to receive you. We have made arrangements with all the local hotels, of which we boast several of the finest. Nothing has been spared in order to make every visiting delegate as comfortable as possible.

It is the first time in the history of the International Association of Display Men that St. Louis has been complimented with the convention, and you may be sure that this city and the St. Louis Association of Display Men has made arrangements to entertain you in a royal manner. The wholesalers and manufacturers as well as the retail merchants have co-operated with us and a big time is assured to every attending delegate.

If it is possible for you to arrange with your neighboring town or city, in case you have not a good sized local of your own, to get fifty or more delegates who would arrive at St. Louis together, the St. Louis Association of Display Men will be glad to meet you at the depot and escort you to the hotel to the martial tune of a brass band.

I am positive that you will not be disappointed in the twentieth annual convention or in the treatment accorded to you by the St. Louis Display Men's Association, and I am making a request that every man employed in the display work who can find it conveniently possible to attend the twentieth annual convention of the I. A. D. M. at St. Louis next month will be there.

Yours for a big convention,
WALTER E. ZEMITZSCH,
President St. Louis Display Men's Club.

* *

A SNAPPY MESSAGE

IF you haven't already the enthusiasm bug get inoculated and be a Booster for the big doings at St. Louis, August 6, 7, 8, 9.

There will be all the live ones from coast to coast to administer pep to the pepless, if there are any pepless ones. The Program Committee has done wonders; a varied assortment of practical demonstrations by the World's Best Display Men, who will make it worth while. You will get big ideas that will last you for a year.

Shape your plans now and get things lined up for the big treat we have in store for you. Get busy, get a member; or better yet, organize a club. Come in a bunch, for we will have a parade and show St. Louis we have an organization second to none. They have agreed to have the city iced for the occasion. St. Louis does things. Yes! there will be lots of amusement, too. All work and no play makes a display man a dull boy. So get into the band wagon—toot your horn, throw her into high and come on. You can't afford to stay away. Make your reservation now.

Yours for a Big Meet,
E. J. BERG.
President I. A. D. M.

AL HAGEN
DISPLAY MGR.
STIX BAER & FULLER

A A HANSEN
DISPLAY MGR.
WERNER & WERNER

ROBERT FLYNN
ASST. DISPLAY MGR.
FAMOUS & BARR CO.

GEO. W. FOSTER
DISPLAY MGR.
BROWNING & KING

P.S. WILLIAMS
DISPLAY MGR.
SCRUGGS VANDERVOORT & BARNEY

THOS HOECKER
DISPLAY MGR.
SCHMITZ & SCHRODER

W. L. BLANTON
DISPLAY MGR.
SENSENBRENNERS

AL KUNTZ TREASURER
DISPLAY MGR.
F. A. STEERS

EDWIN VEITCH
DISPLAY MAN
SCRUGGS VANDERVOORT & BARNEY

E. BERG
DISPLAY MGR.
STEINBERGS

B.W. CHRISTOPHEL
DISPLAY MGR.
KLINES

W. BELLISON
DISPLAY MGR.
SONNENFELDS

JOS. CHADWICK VICE PRESIDENT
DISPLAY MGR. NUGENTS

B.A. RAINWATER SECRETARY
DISPLAY MGR. HESS & CULBERTSON

OSCAR HAGEN
ASST. DISPLAY MGR.
STIX BAER & FULLER

E.R. DEAN
DISPLAY MGR.
BEDELLS

WALTER E. ZEMITZSCH PRESIDENT
DISPLAY MGR. FAMOUS & BARR CO.

ALFRED BEYER
DISPLAY MAN
FAMOUS & BARR CO.

J K. AHERN
DISPLAY MAN
HYNES & WEAVER

Officers and Members
St. Louis Display Mens Club
They will give you the glad hand at the Twentieth Annual Convention
I. A. D. M.

BOB LAFFERTY
DISPLAY MGR.
WOLFFS

CECIL CRUNDITON
DISPLAY MAN
MACKEYS

JOS. MEYER
DISPLAY MAN
STIX BAER & FULLER

EDW. SMITH
DISPLAY MAN
B NUGENT & BRO.

C E. GILLINGWATER
DISPLAY MAN
FAMOUS & BARR CO.

K. HOFFMAN
DISPLAY MAN
SCRUGGS VANDERVOORT & BARNEY

LEO GOORMAN
DISPLAY MAN
FAMOUS & BARR CO.

EDUCATIONAL PROGRAM

A Partial List of the Men Who Will Give Special Demonstrations At the I. A. D. M. Convention At St. Louis, Next Month.

MANY years ago the idea was conceived of holding what was then termed "gatherings." These gatherings, or get-together meetings were held at intervals in order to bring the members of the trades or professions into closer touch with one another. In the early days these meetings were conducted from a social point of view, and at the beginning it was seldom that things pertinent to the trades were discussed. But it was not long before the men of the various trades felt that much of the time during the holding of these gatherings could be utilized by the introduction of an educational program. This feature was immediately adopted and rapidly has become the most important event in the modern convention. While the social feature is still maintained; while it is still one of the important reasons for the holding of conventions—the making of new friendships and further cementing the old, a convention of today would be a failure with the educational program omitted.

The conventions of the International Association of Display Men are popular for the very reason that men who attend are given a most extensive educational program, and the time devoted to this special feature is amply sufficient for full discussions of every angle of display work.

While every attending display man is invited to talk on or discuss any question relating to the work of the display profession, several of the leading artists make up the official educational program. "The Men on the Program" always create much interest beforehand, and when each has done his little stunt, the interest previously aroused is supplanted by a wealth of valuable ideas. Those who featured on the educational program of 1916 made a lasting impression on all attending. The same can be said of all those artists who had previously appeared before the convention, in an effort to benefit the men and the association.

We print here a partial list of display men and card-writers who will give demonstrations at the I. A. D. M. convention to be held in St. Louis, August 6, 7, 8, and 9. This is not the official list, as there are several other demonstrations to be given by prominent display men not listed here because of the fact that at this time the artists are not quite sure whether they can arrange to give the particular demonstration they have in mind. There will also be two or three well-known merchants who will have something to say that will be of special interest to every display man.

ANDREW D. HOPKINS, display manager for Gimbel Bros., New York, has made himself most popular at the last two conventions, and display men in general will be glad to learn that Mr. Hopkins has consented to appear on the program in August. His subject will be "News in Window Displays." This will be an exceptionally interesting talk because it will include some of the vital questions relative to conducting a successful display department.

CHAS. A. VOSBURG, display manager for Joseph Horne & Co., Pittsburgh. Those who saw Mr. Vosburg demonstrate last year in Chicago will remember that he gave the display men something to think about. His demonstration this year will be "The Proper Arrangement of Decorative Units and Artificial Flowers." The average display man finds it difficult to arrange artificial flowers so that they will present a natural appearance. This is quite an art, and Mr. Vosburg is a past master. His demonstration will be one of the features of the meeting.

CARL W. AHLROTH, display manager for the Union Clothing Co., Columbus, Ohio. Interchangeable backgrounds, temporary settings and decorative units are being used quite extensively throughout the country, and Mr. Ahlroth will give a demonstration on the easiest method of assembling this sort of decoration in the windows, and will show those kinds that are best adapted for different sized windows. Mr. Ahlroth has probably won as many prizes, if not more, than any display man in this country, and is well known throughout the profession as a versatile display manager.

A. W. LINDBLOM, advertising manager for the New England Furniture & Carpet Co., Minneapolis, Minn., will give an interesting lecture on the best methods of handling show window and newspaper advertising. Mr. Lindblom is too well known for us to have to exploit his versatility here. Suffice to say that he will have something to say that will be of exceptional interest to every display man who is trying to climb the ladder of success.

T. GUY DUEY, display manager for Wurzberg's, Grand Rapids, Mich. We wish we could tell you about Mr. Duey's demonstration, but it's a secret, and we have promised not to tell. We will say, however, that Mr. Duey's demonstration will be a hit, and while we have aroused your curiosity, the only way in which you can find out what this big stunt is going to be is to be on hand when Mr. Duey takes the stage.

W. R. CHANDLER, display manager for Fountain's, Greenwood, Miss. The making of papier mache

THE PALMENBERG DELEGATION WILL BE AT THE CONVENTION AND HOPES TO GREET ALL THE MEMBERS OF THE I. A. D. M. PERSONALLY

Culver
WAX FIGURES

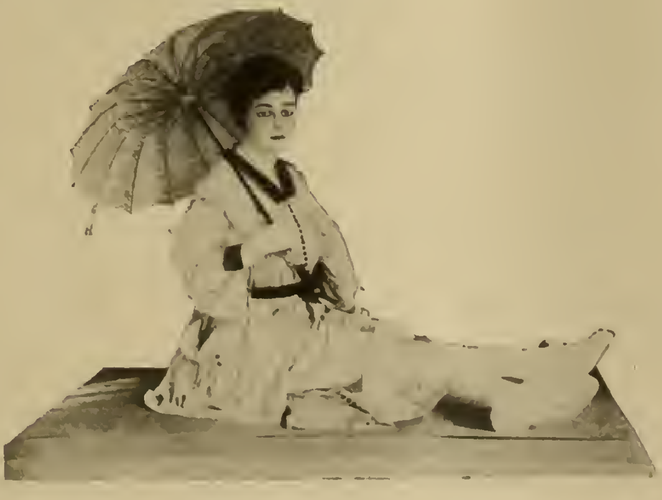
Culver figures will be exhibited at the I. A. D. M. Convention in St. Louis, August 6th to 9th. We cordially invite you to see them demonstrated. *Write for photos and particulars or call at our studio.*

Irwin G. Culver Co., Inc.
60 E. 8th Street NEW YORK CITY

A New Culver Form

This New Form Adaptable to the Display of Negliges, Pajamas, Sport Clothes and Bathing Suits

AN important feature of the Culver Service is that all new models of heads, forms and arms are interchangeable with all previous models and to add the new features to your equipment it is only necessary to purchase the new parts.



ornaments and other things necessary to carry out particular decorative schemes is quite an art, and Mr. Chandler has promised to give a demonstration showing how every display man can make his own models and from these make any particular kind of a papier mache decoration that he may need. This should be of interest to every man, because there are times when something of this sort is needed in a hurry.

SAM FRIEDMAN, display manager for J. Black & Sons, Birmingham, Ala., says there are two ways of showing merchandise—the right way and the wrong way. Mr. Friedman's demonstration will show very thoroughly just what should be done in arranging merchandise the right way.

LOREN McNAMERA, display manager for Klinehan's, Buffalo, N. Y., will give a demonstration on the proper way of draping a man's wax figure. Mr. McNamera has over three hundred feet of show window space, and uses quite a number of wax figures, and believes that the right kind of a wax figure has a very important place in a men's wear store, and he will tell you why at the convention.

J. B. SCHOOLER, display manager for Davidson Bros. Co., Sioux City, Iowa, will give a demonstration in the handling of silks and dress goods, showing how easy it is to drape them in an artistic and attractive manner so that passersby will become purchasers.

ARTHUR HANSEN, display manager of Werner & Werner, St. Louis, Mo., does some very classy work down in St. Louis, and is going to show an arrangement of men's furnishings that will give display men an idea for their fall displays. We would like to tell you just exactly what this splendid demonstration will consist of, but Mr. Hansen wants to give you a surprise, so we suggest that you be on hand when he gives this demonstration.

CLEMENT J. KIEFFER, JR., display manager for C. A. Weed & Co., St. Louis, is a pretty well known display man, and is considered a mighty good one, and we know that he can put in displays that sell merchandise. He has promised to show the display men at the St. Louis convention the way he displays neckwear and will tell just exactly how many dozen ties these displays sell each day. This ought to be interesting because Mr. Kieffer has figures to prove his assertions.

D. M. HANSEN, display manager for A. Schradzki Co., Peoria, Ill., is a brother to Art Hansen, and has promised to outdo his brother at the convention. His demonstration will consist of showing some of the methods he uses in the arrangement of men's furnishings, and the manner in which he uses decorative units in connection with these displays.

MR. FOSTER, display manager for Browning, King & Co., St. Louis, will give a very interesting demonstration on the handling of men's clothing. Browning, King & Co., always have attractive windows, and Mr. Foster is responsible for those in St. Louis.

J. V. WILLIAMS, Palace Clothiers, Tulsa, Okla., is one of the most successful men's clothing trimmers in this country, and has a knack of arranging plush in connection with his displays that adds a great deal to the general effect. Silk velours and plushes are quite necessary portions of decoration, and if used properly add a great deal to the selling power of the display, and Mr. Williams will show you how this can be done.

L. F. DITTMAR, National Cash Register Co., Dayton, Ohio. A great many display men in the last two years have left the ranks of retail stores and have taken charge of some of the display departments of the big manufacturers. Mr. Dittmar has charge of the Window Service Department of the National Cash Register Co., and will give a most interesting talk upon the methods in which manufacturers are co-operating with display men in different parts of the country, and how display men can offer suggestions to manufacturers which will make their service a great deal more valuable.

W. H. HINKS, display manager for J. W. Thomas & Company, Minneapolis, needs no introduction to display men. His work is recognized throughout the country as the highest form of display art, and Mr. Hinks can talk some, too. He will have for his subject "Co-operation Between the Ad-Man and the Display Man." The old members know what Mr. Hinks can do on the program. The new members should not fail to hear him.

JEROME S. WENSOLE, display manager, Plymouth Clothing House, Minneapolis, is another well known to the men of the profession. While he is versatile in a marked degree, he makes as his specialty the placing of clothing displays. He will be on hand and will have with him a miniature working model of a window display with special illumination effects. Mr. Wensole's subject will be "Lighting Effects in Display Work."

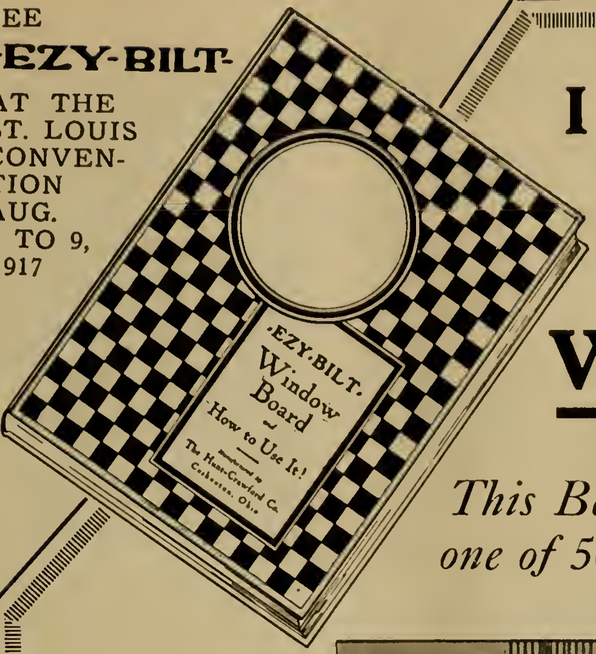
HARRY W. HOILE, display manager for Loveman, Joseph & Loeb, Birmingham, Alabama, will have a very interesting and valuable subject in "Systematizing Window Display Work." Mr. Hoile has always been a great favorite at the previous conventions, and whenever he is on the program one may be sure of something out of the ordinary.

CARD WRITERS

FRANK TUCKER, Joseph Horne & Co., Pittsburgh, Pa. Making show cards and price tickets for a large department store like Joseph Horne & Co., is quite a problem, but if this department is thoroughly organized and a proper system in vogue, the card writer can turn out a lot of work. Mr. Tucker is a firm believer in well-lettered show cards and he will show the style of cards used at the Joseph Horne store, and will give a demonstration on lettering.

W. S. NORMAN, the B. & M. Store, Oklahoma City, Okla., has been writing for a number of the trade journals for a few years and is considered an authority on show cards. Mr. Norman will tell of his methods

SEE
-EZY-BILT-
AT THE
ST. LOUIS
CONVENTION
AUG.
6 TO 9,
1917

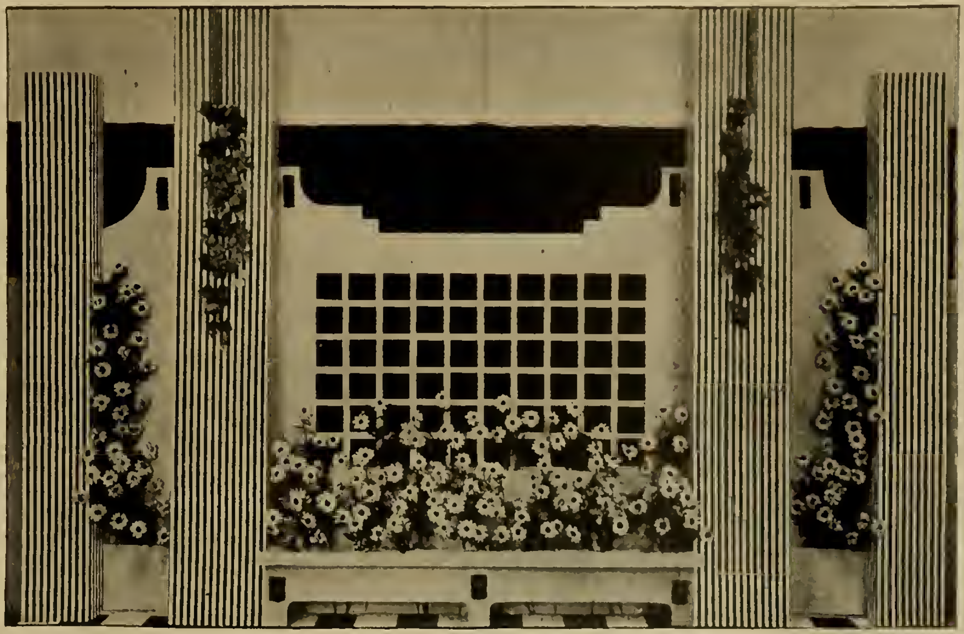


INTRODUCING
-EZY-BILT-
Window Board

This Beautiful Window Back-ground is one of 50 Designs Shown in This Catalog

-EZY-BILT-
Window Board
COMBINES

"High Art and Low Cost"
"Requires no Frame work for each Panel,"
therefore it is
"Reversible"
"Interchangeable"
can be
"Condensed"
and ⇄
"Extended"
to fit any size window
"Weighs Half Less"
"Costs Much Less"
is
"Non-Sagging"
"Non Warping"
"Moisture Proof"
"Liquid Proof"
"Finished in Any Modern Method Desired"
"Cuts With a Knife"
"And is
-EZY-BILT-
by any one"



Clever Ideas + **-EZY-BILT-** Window Board = Beautiful Displays

DISPLAY Men-Merchants and Manufacturers who have been looking for material for artistic Temporary Backgrounds, that possess Lightness, Small Cost, and adaptable to all sorts of modern finishes, such as water or oil paints, fancy papers, imitation bark, marble, or wood veneers, will find the answer in this new scientific **-EZY-BILT-** Window Board material.

No expensive carpentering or building of frame work for individual panels.

-EZY-BILT- Window Board, cuts into panels stand erect without any extra support.

We have made arrangements to show this wonderful window board at the Conventional Association of Display Men in St. Louis, Aug. 6, 7, 8 and 9.

EVERY DISPLAY MAN OR MERCHANT CAN HAVE A COPY OF THIS CATALOG

If you attend the convention — ask for your copy—If you'll not be there write for it : : :

The HUNT-CRAWFORD Co.
COSHOCTON, OHIO

Be sure and see our Convention Exhibit. You'll get the surprise of your life : : : : : :

of making show cards, and tell why he believes certain cards are specially adapted to certain kinds of stores.

O. E. WHEETE, Hunt Company, Tulsa, Okla., not only believes in good window displays but also is of the opinion that the show card plays an important part in the general scheme of store front publicity. Mr. Wheete will bring a number of examples of the kind of show cards used at their store, and will give a demonstration on lettering.

B. A. RAINWATER, Hess & Culbertson, St. Louis, Mo. Hand-lettered show cards are being used quite extensively throughout the country, and Mr. Rainwater is not only good in making this style show card but is also especially good in making free hand illustrations. He will hand letter a display show card and draw an illustration which has a particular significance in the display in which it will be used, and will tell why proper illustrations have their place on certain show cards.

* *

MANY NEW LOCALS

MUCH enthusiasm is attending the formation of a new local at Des Moines, Iowa, where the display men are working hard to enroll one hundred members before the charter is closed. We compliment the Des Moines men on their good work and expect to have the pleasure of receiving their application at the convention in August.

The secretary reports that several other cities have declared their intention of forming branch associations and it is probable that the formation of several will be reported at the convention.

* *

NEW CLUB AT HERRIN, ILL.

THROUGH the efforts of Ben E. La Master and O. F. Harris, members of the I. A. D. M., an association has been formed at Herrin, Illinois. There are several display men there and it is the intention to allow men working at the display profession in nearby towns to hold membership in the Herrin club. This new club is composed of enthusiastic men and they have immediately taken on the spirit of association by launching a campaign for members and also have many social functions planned. This new local is affiliated with the I. A. D. M.

* *

LAST CALL FOR CONVENTION

THERE is so much of interest in this issue regarding the convention that it should arouse the desire of every man in the profession to want to meet with the leaders in the Art of Display Advertising.

The attendance at St. Louis on August 6th to 9th will be the largest we have ever had. There will be hundreds of merchants who will visit the convention on merchants' day. A special program has been prepared to interest them.

Some seemed to think that the war would cut the attendance somewhat. Perhaps it will. But there are many more to come in to take the places of those who have gone to the front. Here is another fact. Some of the younger display men who have enlisted were not members of the Association or would not have attended the convention. The old reliable display men who have been the stand-bys of the organization have not enlisted on the first call. They have duties that in other ways have helped to arouse interest in the increase of the army and navy and have done their share in the many patriotic displays they have set during the past three months. If Uncle Sam needs us we will all be ready to show him we are not slackers. We will all be ready to do our bit. These men have shown their metal by the way in which they stood by the Association while it was in the building, and this against big odds.

The Association accomplished more for the display men in the past seven years than in all the years preceding these. Every convention has been an improvement over the preceding one. The St. Louis convention will be no exception. St. Louis has been given an opportunity to show what she could do and she is apparently making good. There will be a big attendance in from the west and southwest that has never come to the conventions before. It is this first trip that we want. After a display man has attended one of our conventions he will not miss another. The valuable exhibits, the interesting demonstrations, the getting acquainted and rubbing elbows with the big men of the profession from all sections of the United States, is worth more than you can measure in money.

Prize lists have gone to every member. And the indications are that the contest will be the largest in the history of the Association. Get your matter in early, boys. The judging will be done before the convention starts, so that members may have an opportunity of seeing this matter while at the convention. Arrangements have also been made to have the portfolios shown of the last year's entries.

Read the Program in this issue and convince yourself. P. W. HUNSICKER, Secretary.

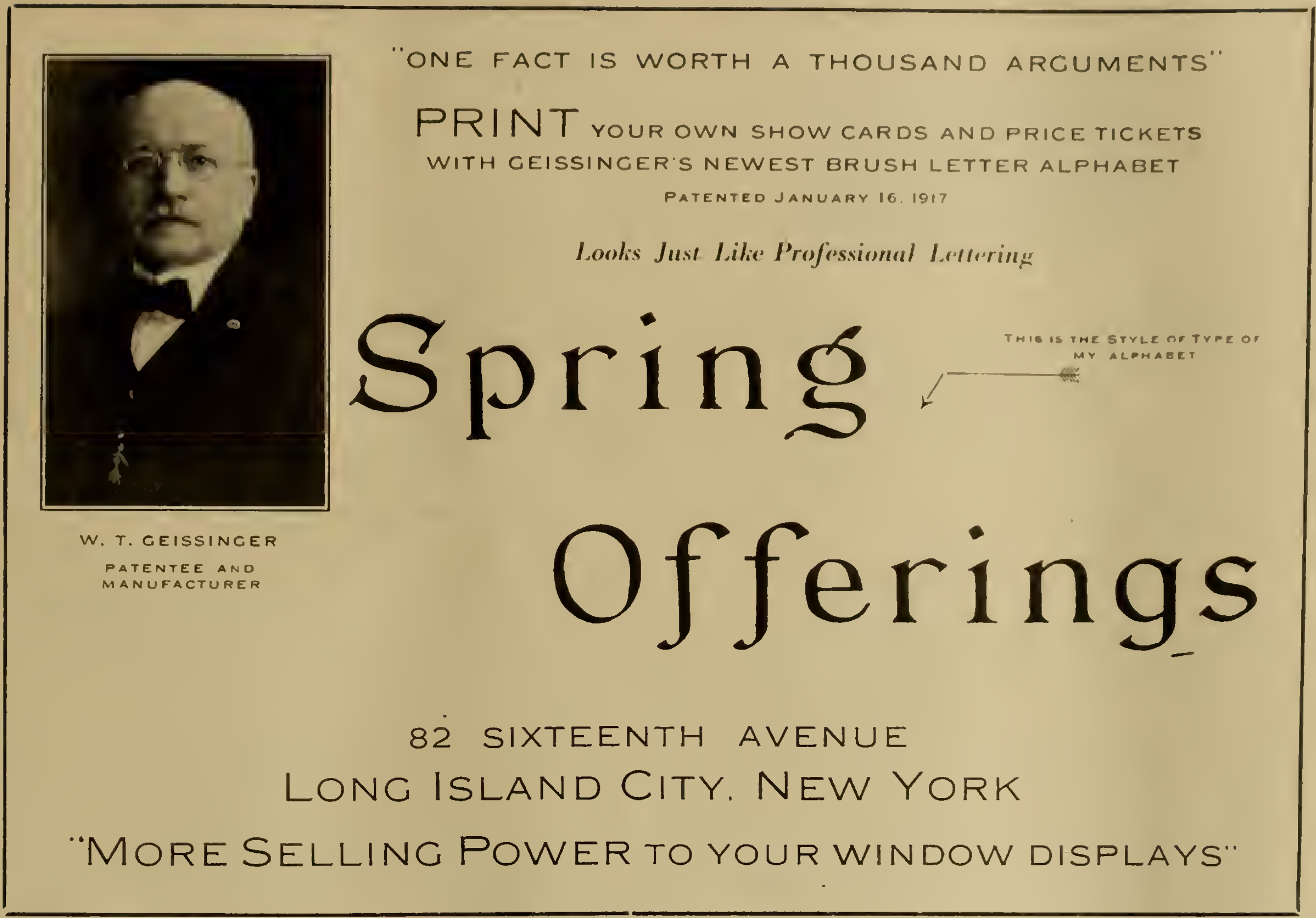
* *

FROM AN EX-PRESIDENT

IF you have been debating in your mind whether or not you should go to the convention at St. Louis, August 6th, decide now that you will and plan accordingly. There are dozens of reasons why you should go and not the least of these is that you will wish to hold up your end to keep business normal this fall and winter.

It is going to make you step some to do this, for with any right meaning but ill-advised publicists advising drastic tightening of purse-strings, you will need to use all the business-coaxing art that you possess to keep the public buying freely.

Spending the four days at St. Louis will give you the new ideas and pep that you will require for your fall efforts. You'll get the benefit of the



"ONE FACT IS WORTH A THOUSAND ARGUMENTS"

PRINT YOUR OWN SHOW CARDS AND PRICE TICKETS
WITH GEISSINGER'S NEWEST BRUSH LETTER ALPHABET
PATENTED JANUARY 16, 1917

Looks Just Like Professional Lettering

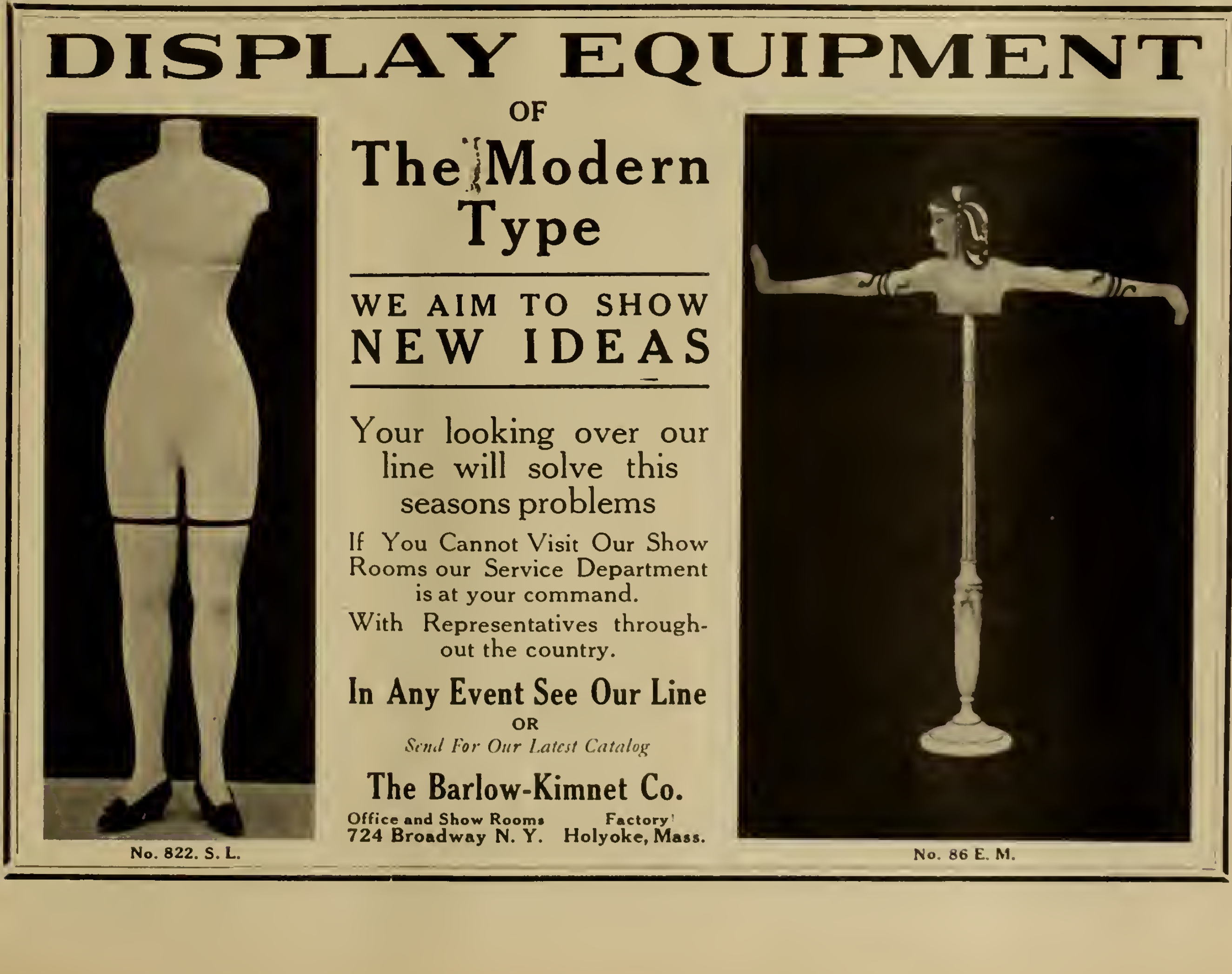
W. T. GEISSINGER
PATENTEE AND
MANUFACTURER

Spring
Offerings

THIS IS THE STYLE OF TYPE OF MY ALPHABET

82 SIXTEENTH AVENUE
LONG ISLAND CITY, NEW YORK

"MORE SELLING POWER TO YOUR WINDOW DISPLAYS"



DISPLAY EQUIPMENT
OF
The Modern
Type

WE AIM TO SHOW
NEW IDEAS

Your looking over our line will solve this seasons problems

If You Cannot Visit Our Show Rooms our Service Department is at your command.

With Representatives throughout the country.

In Any Event See Our Line
OR
Send For Our Latest Catalog

The Barlow-Kimnet Co.
Office and Show Rooms 724 Broadway N. Y.
Factory Holyoke, Mass.

No. 822. S. L.

No. 86 E. M.

experiences of dozens of good display men to aid you in doing your work more quickly. That will count more than ever very soon, for all along the line the tendency is to speed up—make one hour do the work of two.

Chairman Potter has arranged a program that leaves not a moment's time without something going on of an educational character or of fun and good fellowship.

The exhibit of equipment and accessories of all kinds gives you an opportunity to do more "fixture shopping" in a few hours than you could in many leg-weary days under ordinary circumstances. Old St. Louis has a world-wide reputation for whole-hearted hospitality—St. Louis is waiting to say "WELCOME" to you.

A. J. EDGELL.

* *

FOR THE MERCHANT

WE yet need to learn a great deal about the art of DISPLAY advertising and we are very hopeful that the St. Louis convention will give us the opportunity of learning something of the many things we will need, as the conventions have in the past.

I have word from the Program Committee that they have prepared *grand doings* for the 1917 convention. They say the St. Louis convention will be the greatest in the history of the organization, and I think those fellows know what they are talking about and will show us display men that St. Louis knows how to do things.

I have been asked why I attended the I. A. D. M. conventions every year, and what good do I derive from these meetings? It is needless to go into detail concerning the benefits. However, for the benefit of the indifferent and those who have lately become enrolled in the Association, and have never attended one of our conventions, it may be well to acquaint them with a few reasons why they should not miss the St. Louis convention. No man can attend a convention without feeling he has obtained information that will do him a great deal of good in many ways. One likes to meet other fellows who are interested in the same line of work. Then, too, it makes one realize this display game is not a small proposition—when you meet so many fine fellows who are up against the same propositions, and by getting together and comparing different ideas and problems, you are often helped a great deal; the more knowledge a display man can acquire through these meetings the more valuable he is to the store which employs him. I sometimes wish our conventions were longer so we could have more time to visit one another.

Then there is the educational program. The demonstrations and lectures are worth going miles to see and hear, and I want to suggest right here that every display man should try and see or hear every number on the program, and if you cannot arrange to do this, take your program the first day of the convention and check or mark the different numbers which interest you most, and do not let anything interfere with these numbers. Have your memorandum book handy and jot down all ideas that appeal to you; these notes will come in handy many times back home.

I have attended conventions since 1910, when our association was very small, something like forty members. Since that time the attendance has increased each year, until now we have very nearly 1,000 in attendance, and it has been interesting to watch the advancement in display advertising in this time. What was considered good and new in past years is laid aside for newer and more up-to-date methods—to keep pace with other progressive organizations, and I have always gone back home feeling the time and money was well spent, and that I had derived a great deal of benefit from the convention.

Another valuable and important feature of our convention is the manufacturers' exhibits. One should have the experience of going to the large cities to buy your supplies and materials for displays to really appreciate how convenient and better it is to make your selections in one building, where most everything you will need is condensed in a very nice way to accommodate your wants and suggests to you many ways of working up your schemes. Last, but not least, is the entertainment program; there is always something doing for everybody, and these numbers are always arranged not to interfere with the educational part of the program, as most all the social and entertainment features are after the day's business sessions.

Some of the bosses have the mistaken idea that our conventions are for a good jolly time only. In this they are mistaken, and if more bosses would attend the convention with their display men they would soon see how valuable these meetings are for both merchant and display man.

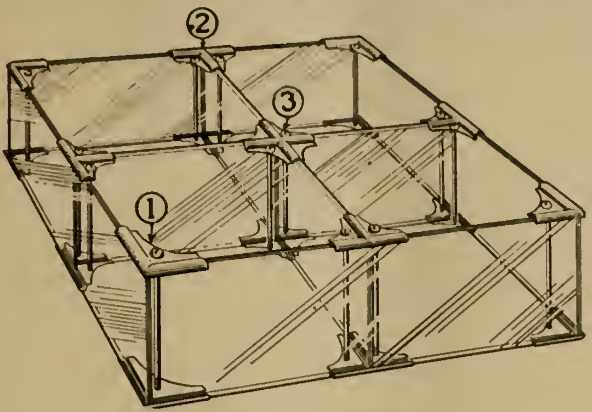
The Charleston, W. Va. (home of the U. S. armor plate plant) local is making plans to attend the convention in a body and will be glad for any members or locals to join us en route.

In closing, will say the chief reason why every display men should attend this convention is that it is going to be one of the best this association has ever had. Let's show the fellows from Missouri our appreciation for their efforts by having a larger attendance than ever. Mr. Merchant, send your display man!

Don't miss the convention.

Sincerely yours,
J. E. HANCOCK,
Executive Committee, Charleston, W. Va.

Mr. Display Manager



This illustration shows four glass bins, each is one foot square, made by using our No. 1 Corner, No. 2 Tee and No. 3 Star brackets.

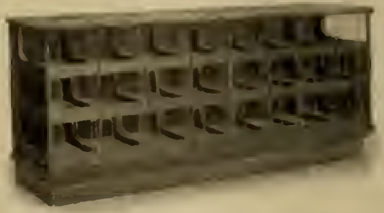
These glass bins will greatly increase your notion sales and improve the looks of your counters and show-cases. The use of glass bins has increased the sales for the 5 and 10 cent Syndicates at least 25%, and they will do the same for you.

These brackets are made for bins, 3, 4, 6, 8, and 10 inches deep, so kindly specify depth when ordering.

No. 1. Corner Bracket set—consists of three pieces, namely, top and bottom plate and bolt: price, per set..$0.15
No. 2. Tee Bracket set—consists of four pieces, namely, top and bottom plate and two bolts; price, per set.... .17
No. 3. Star Bracket set—consists of four pieces, namely, top and bottom plate and two bolts; price, per set.... .17

Send for Our Descriptive Circular
Showing What These Sets Will Do

The D. J. Heagany Mfg. Co.
1121 W. Washington Blvd. CHICAGO, ILL,



"What a Beautiful Show Case"

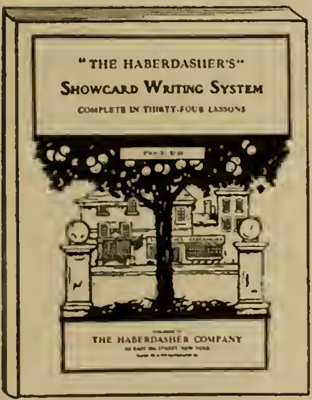
That's your first impression of an Illinois Case. Yet beneath this surface beauty are hidden qualities that can spring from but one possible source—honest endeavor.

This explains why Illinois cases retain their sightliness with just average care, for time indefinite.

Let us tell you more about them.

There is a case for every requirement.

Illinois Show Case Works
1729-37 North Ashland Ave., CHICAGO



94 Pages
198 Illustrations
34 Lessons
27 Alphabets
Color Charts
College Colors
Card Phrases
$1.00

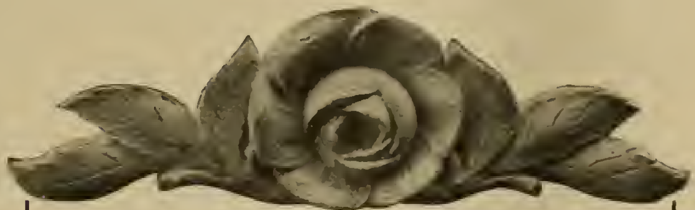
The Latest Book on Show Card Writing for the Retail Store

This book, just off the press, is specially written to be used by the card writer in retail stores. The authors are A. E. Hurst and C. J. Nowak, two of the best known men in this field. The book thoroughly covers the subjects of equipment, and gives all the latest ideas of interest to the card writer. Experts say that this is the best book, in the field, ever made to sell for $1.00. Every man interested in show card writing for retail stores will get a big lot of help from this book.

Ask for the Haberdasher's Show Card Writing System

PRICE 1^{00} PREPAID

The Merchants Record Co.
431 So. Dearborn Street, Chicago, Ill.



Lignine (Wood) Carvings

UNBREAKABLE

Now being able to fill orders with reasonable dispatch, we are again advertising.

Our line is larger and better than ever.

In connection with manufacturing a line of modern, we are making carvings of the various Periods, CORRECT.

We are modest when we state that LIGNINE (WOOD) CARVINGS are the most effective trim on the market.

Users of them know this as well as we.

LIGNINE (WOOD) CARVINGS are practically Unbreakable, they are the cheapest trim on the market.

They will last indefinitely and can be used over and over again.

They will enable you to add a touch of the beautiful to your backgrounds, screens, dividers, plateaux, pedestals and show cards.

Catalog and sample free for the asking.

Ornamental Products Company
52 Fourteenth Ave. DETROIT, MICH.

YOU CAN HELP

THIS is the last appeal which will be made to non-members before the convention is called to order at St. Louis, August 6th. We want you to join now and trust that you will accept this as a personal invitation to affiliate with the International Association of Display Men. We need you and you need us. Its for our mutual benefit that we ask you to—

HELP to advance the art of mercantile display.
HELP to encourage more and better card writing.
HELP to stimulate in the public a greater interest in show window.
HELP in the proper illumination of the show window and store.
HELP to form a local association and inspire thereby a more brotherly feeling among trimmers in your locality.
HELP in the general exchange of ideas pertaining to display.
HELP to make our annual contest bigger and better.
HELP a brother in times of adversity.
HELP to inspire our members to greater efforts.
HELP to encourage the officers whose time is yours gratis.
HELP in the upbuilding of an organization which has as its sole object your personal welfare.
HELP increase your earning capacity.
HELP your employer.
HELP US—JOIN NOW.

Full information and applications will be cheerfully sent by any member of this Committee or by the secretary of the Association.

PROGRAM COMMITTEE,
Edward O'Malley,
W. H. Teal,
Clement Kieffer, Jr.

* *

IT is pleasing to note the number of new local organizations that have become affiliated with the I. A. D. M. during the past few months.

* * *

For Our Advertisers

Daily's New Catalogue

Daily's new 1917 "Perfect Stroke" catalogue is just off the press and is being forwarded to all display men. It is a complete book in every detail, showing all kinds of brushes and supplies. Everything is numbered and priced, and there is much valuable information to be gained from the editorial matter. Daily's "Perfect Stroke" brushes and supplies have been on the market for six years and those years have proved the best testimonial for the quality of the products.

* *

Preserving Process

Frank Netschert, New York City, has succeeded in arriving at a wonderful method for the practical preservation of natural ferns and plants. By this method ferns or branches are rendered juicy and fresh looking and do not lose this freshness when exposed to any climate.

Another process, also the work of Mr. Netschert, will make palm leaves transparent in green. Since arriving at these wonderful methods of preservation, the Netschert showrooms are places of real, cool beauty. Should you have a good plant and desire to have it perfectly preserved, pull it out of the pot, shake off the dirt and send it to 250 Moffatt street, Brooklyn, N. Y., the Netschert factory. Here the plant will be treated and returned to you. Prices are arranged according to the size of the plant. Send for big catalogue to be issued July 25th. It will contain a full line of artificial and natural foliage and imported flowers.

* *

-EZY-BILT- Window Board

The attention of every merchant and display man is called to the article on the "New Window Board," appearing in this issue. This board is known as "Ezy-Bilt Window Board" and has as its prominent features—moisture-proof, non-warping, non-buckling, and non-expanding. It can be easily cut with an ordinary jack knife and is especially adaptable to backgrounds, plateaus, screens and pedestals. It will take oil colors as well as water colors. This new board will be welcome by display men not only because of its adaptability to various conditions, but also because of its low cost.

* *

Co-Operative Display Co.

The Co-operative Display Company, 143 Grand street, New York, is now preparing a catalogue of exceptional quality and will be soon ready for distribution. The quality of the goods handled by the Co-operative Display Company is well known, and it would be to the advantage of every display man to have this new catalogue on his desk. The wax and enamel forms are now being used by many of the country's leading display men, and it is the proud claim of the company that their forms have no superior.

The new catalogue will present something new in advertising, and this book is bound to be of great interest and value to men employed in the display profession. Money has not been spared on the new book and it is safe to say that when it is received by the men they will not cast it one side. A card directed to the Co-operative Display Company will bring the catalogue free of charge.

* *

Schack's New Fall Books

Display men generally have learned to look forward each season when Schack's publications are issued. These books always contain so many valuable ideas that thousands of display men all over the country depend upon them for "thought starters" for their window and interior displays.

Schack's New Fall Flower and Suggestion Books are now ready for distribution, and will prove welcome assistance to all who receive them. Schack's special creative department has outdone all previous efforts in bringing out new and original ideas which will prove practical in every instance. This studio has been changed and is now considered the most educative place you could visit. All of the windows are decorated along the New Modern Art style and the ideas used and the clever arrangement of decorations make it a wonderful place. A request addressed to the Schack Artificial Flower Company, 1739-41 Milwaukee avenue, will bring the new books to you free of charge. Tell them you read all about the books in this issue of the MERCHANTS' RECORD AND SHOW WINDOW.

* *

Save Sample Booklets

The Doty & Scrimgeour Sales Company, New York, are constantly adding new items to their already extensive and varied lines of paper novelties and decorations. The Doty & Scrimgeour booklets issued frequently are handy things for the display man to have on his desk, and it would be a valuable thing to save and file these sample booklets.

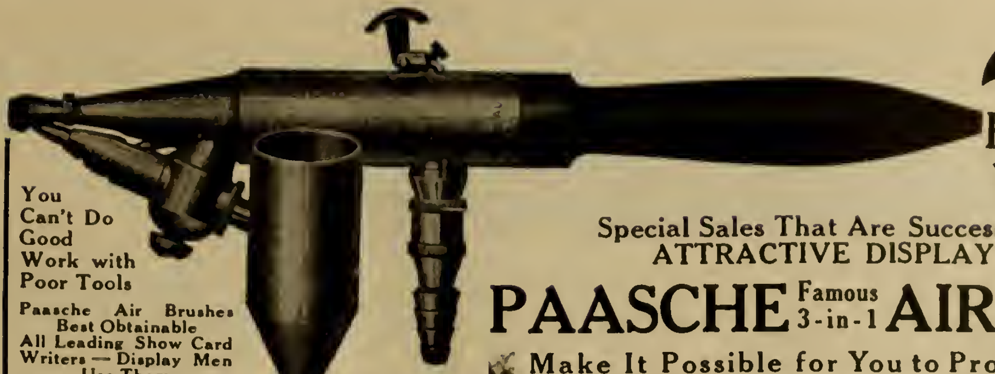
This company expects to have an elaborate exhibit at the convention of the International Association of Display Men, which will be held in St. Louis, August 6th to 9th, inclusive.

* *

A large cut-out of "Uncle Sam" was painted in bright colors, and showed him holding a hoe in one hand and a rifle in the other. He is saying "Here Men, Take These." Back of "Uncle Sam" was a map of the United States, and painted in water colors. Army rifles, belts, knapsacks and other utensils were shown on the floor window. Men's clothing was shown at either side of the patriotic display. Navy and marine posters were used on the background.

* *

WHILE attending the Twentieth Annual Convention of the I. A. D. M. you are cordially invited to visit the booth of the Merchants' Record and Show Window. We will have something interesting to show you.



EVERY BUSINESS MAN WILL TELL YOU

You
Can't Do
Good
Work with
Poor Tools

Paasche Air Brushes
Best Obtainable
All Leading Show Card
Writers — Display Men
Use Them
Made in All Sizes for
All Kinds of Work
Permits Use of Colors
(all kinds)

USE CUP OR BOTTLE.

One of Our Many Popular Models

Special Sales That Are Successful Depend on
ATTRACTIVE DISPLAY MATTER

PAASCHE Famous 3-in-1 AIR BRUSHES

Make It Possible for You to Produce Best Results
Due to Their Wide Range, Speed, Durability, Efficiency

SEND US YOUR ORDER TODAY **Paasche Air Brush Co.**

1229 Washington Blvd.
CHICAGO

Cardwriters Pure Red Sable One Stroke Flat Brush

For a clean stroke letter it has no equal

Illustration shows actual size of three smallest widths made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1917 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl Street, NEW YORK

A Flash of L-I-G-H-T-N-I-N-G

from a clear sky causes surprise, but no more so than use of

"Perfect Stroke"

Brushes and Supplies

by those card writers who, all their lives, have done their work with "ordinary" tools.

"They're different," you'll say. "They're better." "They've got class." "They're made right."

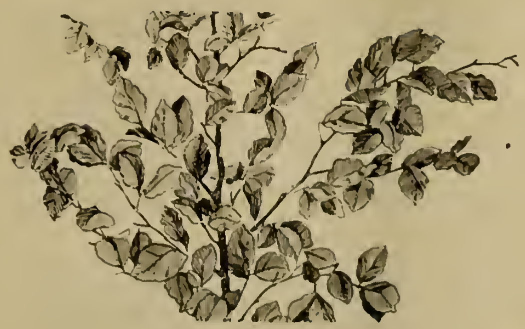
Try 'em out NOW—line up with the big leaders everywhere.

Our new 1917 Catalog shows the complete line of "Perfect Stroke" Brushes and Supplies. Write for it today.

BERT L. DAILY

Dept. M-7 Dayton, Ohio

I'll be at the St. Louis convention—August 6-7-8-9, ready to greet all my friends. Look me up at my booth and shake hands.
B. L. D.



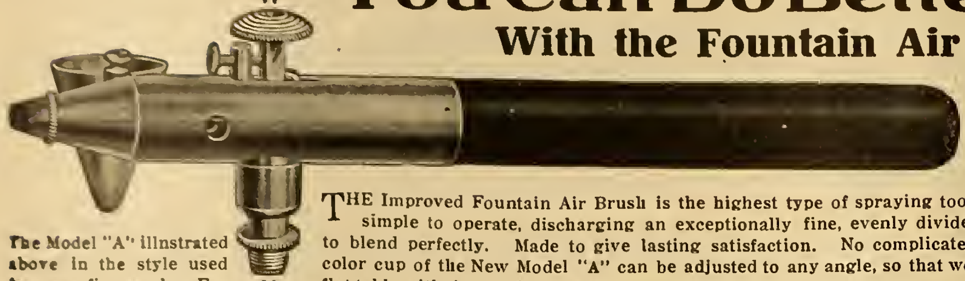
Announcing Our New 1917 Fall Catalogue

Just From Press *Free To You For a Postal*

Showing full line of new decoration, Natural Preserved Fireproof Beech or Oak Branches, Garlands, Ferns, Etc. be sure to send for same.

J. HARTWIG CO.
Mfg. of FIREPROOF DECORATION
26-32 PELLINGTON PLACE, BROOKLYN, N. Y.

SHOW ROOM
24 West 30th St. NEW YORK



You Can Do Better Work

With the Fountain Air Brush

The Original Pencil-shaped Air Brush

The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

BRUSHES and SUPPLIES FOR SIGN and SHOW CARD WRITERS

A POOR BRUSH never works right—consequently you can't do your best work. Same thing applies to colors and supplies—Strong's Supply Catalogue contains only such things as have been proven satisfactory. We will not experiment on our customers—we do the "trying out" here and then sell such supplies as are best for each class of work.

Get Strong's Supply Catalogue—NOW

Selling as much as we do gives us the chance to buy in large quantities and demand best quality. We give this advantage to our customers. Our prices are absolutely right—send us a dollar—tell us the kind of work you do—we will send you the best and biggest $1.00 worth of Blue Handle Brand Brushes you ever saw. Let us send you our School Catalogue.

Detroit School of Lettering

1807 D. S. of L. Bldg.   Detroit, Mich., U. S. A.

"The House of Novelty Decorations"

Better business than usual is the result attained by using our NOVELTY PAPERS for floorings and filling your panels.

Summer foliage catalogue ready.
Complete line of Papier Mache items.

Dept. M.

Doty & Scrimgeour Sales Co.
Inc.
74 Duane Street,   NEW YORK CITY

STRONG'S
BOOK OF DESIGNS

Handsomely bound Leatherette Cover.
Size of cover 8¼ x 10¼, lettered in gold.

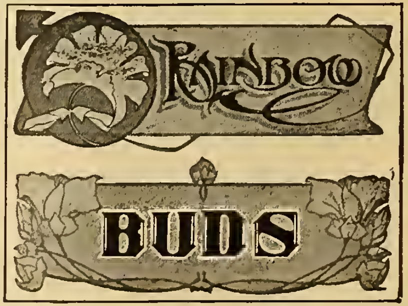
STRONG'S BOOK OF DESIGNS

A Masterpiece of Ornamental Art,
Contains Over 300 Designs,
200 IN COLORS

PARTIAL LIST OF CONTENTS

50 tinted air brush designs worth price of book alone:—Poster, Book Cover, Ribbons, Pen and Ink and Theatrical Designs, Flower and Ornamental Designs representing Mr. Chas. J. Strong's best efforts, ideas for Show Cards, New and Original Alphabets, Sign Ends and Hanging Signs, Letterheads, Business Cards, Scrolls and Panels, over 300 designs in all, 200 of which are printed in colors, cuts used in book cost over $4,000. They are printed on finest enamel paper.

The price of Strong's Book of Designs is only $3.50 Shipped Postpaid on Receipt of Price.



THE MERCHANT'S RECORD COMPANY, 315 Dearborn St., CHICAGO, ILL.

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

FOR SALE—Established sign and show card writers supply business. Established profitable mail order trade with hundreds of regular customers in the U. S. and Canada. One of the best known concerns in this line. Other interests demand attention of owners. First six months' sales will easily pay for business. $2,500 cash required. If you do not have the ready cash do not answer. A rare opportunity for quick action. Address Opportunity, care THE MERCHANTS RECORD AND SHOW WINDOW.

FIXTURE SALESMAN WANTED—A large Pittsburgh manufacturer nationally known for their quality products, will market a new patented line of interchangeable brass display stands for interior and window display about July 15th. We have an opening in the Middle and Western states for an experienced fixture salesman of proven worth, on a commission basis. We offer an attractive proposition to the right man. Address Dept. F., P. O. Box 1249, Pittsburgh, Pa.

WANTED—Salesman thoroughly familiar with valances, panels, and draperies for show windows. Splendid opportunity for competent man. Address The Window Decorative Works, 1258 W. Fourth St., Cleveland, Ohio.

WINDOW TRIMMERS, CARD WRITERS AND SALESMEN, with a general training in clothing, shoes or dry goods, can secure desirable positions by corresponding immediately with the Business Men's Clearing House, Denver, Colorado.

FOR WINDOWS AND BACKGROUNDS
Use Silk Plushes, Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies
Write for Samples and Prices
F. A. RAUCH & CO.
410 South Market Street, CHICAGO, ILLINOIS

"BERZERIZE"
(*Your Window*)

IT WILL INCREASE SALES
ANNOUNCEMENT NEXT ISSUE

BerZer Studio **Dayton, O.**

If you want your
Wax Figures
Repaired or Refinished
Choose **JULIUS BLUMENTHAL,**
1548 Wells Street :: Chicago, Illinois
It gives you that satisfied feeling that money is well spent
Also Restringing Display Dolls.

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Creators of the Newest Ideas in

Valances and Panels

Austrian Drape Shades a Specialty

Write today for our catalogue and prices

THE WINDOW DECORATIVE WORKS
1250 W. Fourth Street, CLEVELAND, OHIO

This Man Writes:

"It's a Bird of a Brush"

Read what his letter contained:

"It certainly is a bird of a brush, would have nothing else; I think it is second to none and I sure am well satisfied with my purchase in every respect."

Practical Air Brushes are used everywhere.

Let us have your order now.

You can use Metal color cups or Bottles

No. 1, $7.00

Economy Mfg. Co. (Not Inc.)
4755-57 London Avenue CHICAGO, ILL.

Patented March 6, 1917

THE MERCHANT

who wants to make his advertising more effective should read The Advertising World—a magazine of great help to the retail advertiser. $1 the year—and will pay for itself. A sample copy for 7cts. in stamps.

THE ADVERTISING WORLD
Dept. M. R., COLUMBUS, OHIO

USE OUR

"RELIABLE SECONDS"

IN

SHOWCARD BOARDS

(WHITE AND COLORED)

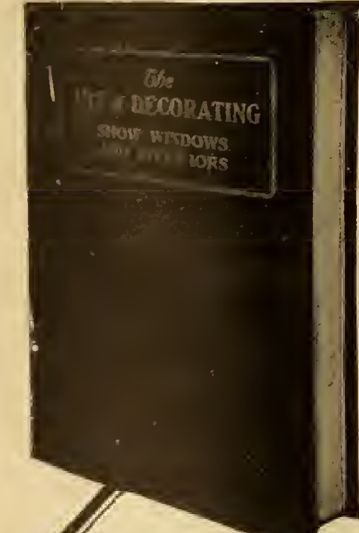
AND SAVE MONEY

Samples and prices cheerfully furnished upon application

DOUGLAS WRAY PAPER CO.
INCORPORATED

Largest Exclusive Dealers in Reliable Seconds in Cardboards

PRINTERS BUILDING CHICAGO



The ART *of* DECORATING

Show Windows and Interiors

This book is not the work of one man but is compiled from information furnished by more than one hundred of the leading window dressers of America.

410 PAGES (7¾ x 10¾)

of solid information on every subject pertaining to window dressing and store decoration.

If you want to know the latest and best methods of Displaying Every Sort of Merchandise you will find this book indispensable.

THERE ARE 618 ILLUSTRATIONS including special backgrounds, mechanical displays for all occasions, special feature displays for every season and every occasion. Diagrams and working drawings show how to build all kinds of mechanical and electrical displays.

The following are a few of the subjects treated of fully in this book: How to plan displays and select goods—How to construct frame work—How to drape—How to create perfect backgrounds—How to paint scenic backgrounds—How to make your own fixtures and use them—How to decorate for all national holidays—How to trim ledges and interiors—How to make plaster casts—How to clean and repair wax figures—How to make decoratives and flowers—How to do hundreds of other things in connection with store decoration.

There is no other book like this. It is of the utmost value to the merchant or decorator. It is indispensable to the most experience trimmer as well as the beginner.

Price $3.50 a Copy Shipped, Prepaid, anywhere upon receipt of Price

SPECIAL COMBINATION OFFER For $5.00 (Foreign countries, $6.00) sent us, we will ship prepaid a copy of this popular book and will give you a receipt for one year's paid subscription to Merchants Record and Show Window. No matter when your subscription is paid to, we will advance same one year from any date. Take advantage of this liberal offer AT ONCE.

THE MERCHANTS RECORD CO., 431 S Dearborn Street
CHICAGO

Always send Draft or Money Order (not Check) when ordering.

VOL. XLI AUGUST, 1917 No. 2

MERCHANTS RECORD
AND SHOW WINDOW
J Smith Store
Ye Olde Time Store
CHICAGO

"NORWICH"

True to Life Wax Figures

Represent the highest type of the modelers art.

WE are specializing in figures to represent the refined type of beauty which we find there is an increasing demand for.

Send for our Wax Booklet which shows a number of our latest models, also our Catalogue with a complete line of display equipment.

NORWICH

NORWICH NICKEL & BRASS CO.
NORWICH, CONN.

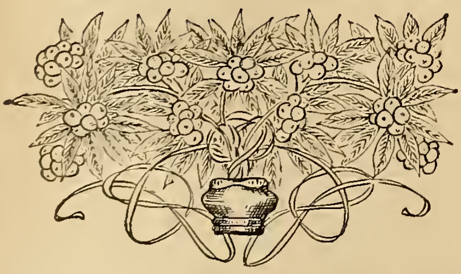
NEW YORK
712 Broadway

Salesrooms:

BOSTON
26 Kingston St.

NORWICH

Decorations that Pay



Botanical decorations are not regarded as an expense by merchants who use them. They pay for themselves—and more.

Even if Botanical decorations were used and thrown away after they had served their purpose, they would pay their way through the increased sales they make.

But Botanical flowers are not "used and thrown away"—they are used and *laid away* carefully for future use. These decorations are so well made and the materials are so good they can be used time after time and still appear more fresh and attractive than ordinary flowers do when new. That is one reason why discriminating display men prefer Botanical decorations.

Sell Your Decorations at a Profit

We are specializing on a line of unusually attractive decorations that can be used in the store or windows and later be put in stock and sold for more than they cost. These are flower baskets, vases, etc., in our own exclusive designs that make beautiful window decorations and which will sell easily in any fancy goods section at a good profit. We have attractive baskets at from $55.00 per 100 up.

Papier Mache Decorations

Our new Papier Mache Circular shows more new ideas than any similar circular or catalog heretofore published. Send for it.

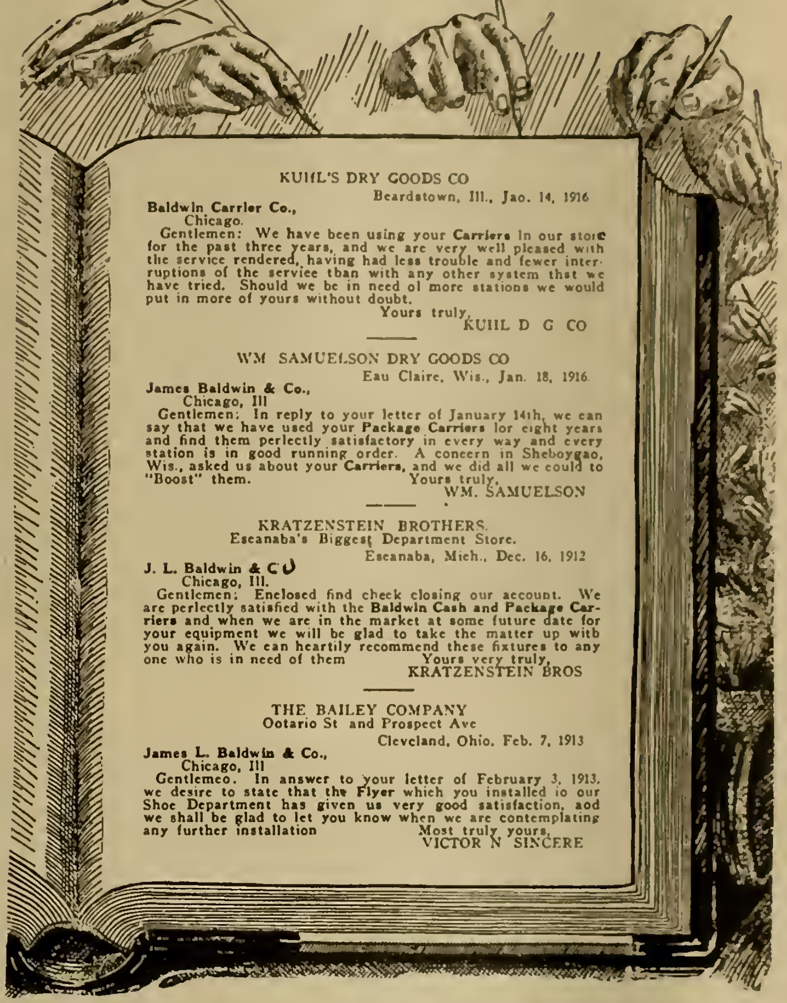
Send for Our Latest Catalogs—They're Worth It

The Botanical Decorating Co., - 208 West Adams Street, Chicago

A PAGE FROM OUR BOOK OF SATISFIED USERS

We have hundreds and hundreds of such letters. This is an assurance to you that the Baldwin carriers will serve your purposes most satisfactorily.

Read These Letters



KUHL'S DRY GOODS CO

Beardstown, Ill., Jan. 14, 1916

Baldwin Carrier Co.,
Chicago.

Gentlemen: We have been using your **Carriers** in our store for the past three years, and we are very well pleased with the service rendered, having had less trouble and fewer interruptions of the service than with any other system that we have tried. Should we be in need of more stations we would put in more of yours without doubt.

Yours truly,
KUHL D G CO

WM SAMUELSON DRY GOODS CO

Eau Claire, Wis., Jan. 18, 1916.

James Baldwin & Co.,
Chicago, Ill

Gentlemen: In reply to your letter of January 14th, we can say that we have used your **Package Carriers** for eight years and find them perfectly satisfactory in every way and every station is in good running order. A concern in Sheboygan, Wis., asked us about your **Carriers**, and we did all we could to "Boost" them.

Yours truly,
WM. SAMUELSON

KRATZENSTEIN BROTHERS.
Escanaba's Biggest Department Store.

Escanaba, Mich., Dec. 16, 1912

J. L. Baldwin & CO
Chicago, Ill.

Gentlemen: Enclosed find check closing our account. We are perfectly satisfied with the **Baldwin Cash and Package Carriers** and when we are in the market at some future date for your equipment we will be glad to take the matter up with you again. We can heartily recommend these fixtures to any one who is in need of them

Yours very truly,
KRATZENSTEIN BROS

THE BAILEY COMPANY
Ontario St and Prospect Ave

Cleveland, Ohio. Feb. 7, 1913

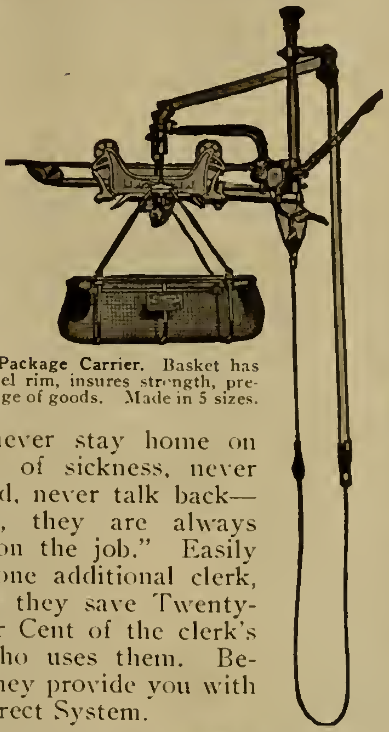
James L. Baldwin & Co.,
Chicago, Ill

Gentlemen. In answer to your letter of February 3, 1913, we desire to state that the **Flyer** which you installed in our Shoe Department has given us very good satisfaction, and we shall be glad to let you know when we are contemplating any further installation

Most truly yours,
VICTOR N SINCERE

Our 1917 Models

are the very latest refinements in Cash and Package Transmission.

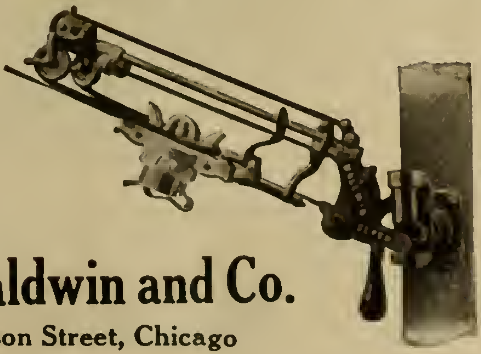


No. 17 Package Carrier. Basket has pressed steel rim, insures strength, prevents damage of goods. Made in 5 sizes.

They never stay home on account of sickness, never get tired, never talk back—in fact, they are always "right on the job." Easily worth one additional clerk, because they save Twenty-five Per Cent of the clerk's time who uses them. Besides, they provide you with the Correct System.

Either of These Carriers Are Real "Live Members" for Your Sales Force

Baldwin Carriers are the result of twenty-five years' experience specializing in wire line carriers. As specialists we can serve you BETTER.



James L. Baldwin and Co.
852 W. Madison Street, Chicago

USE THIS COUPON

James L. Baldwin and Co.
352 W. Madison Street, Chicago

Please send me full information about

☐ Cash Carriers.
☐ Package Carriers.

Name ....

Town ....

State ....

Size of Store..................................

ONYX PAPER

A new, practical and ideal paper for original and effective and artistic window trimming

Plan now to use it for your

Fall Opening Windows

¶ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

¶ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

¶ Now being used with splendid results by leading display men throughout the country.

¶ In stock in convenient size in many different colors and patterns.

Illustrated Booklet

Contains new and original background ideas. Also complete line of samples of all the different patterns of Onyx Paper. Sent free of charge. Write for one today.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.

WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +
Experience, Service, Satisfaction
and
Reliability
Send For a FREE New Catalogue

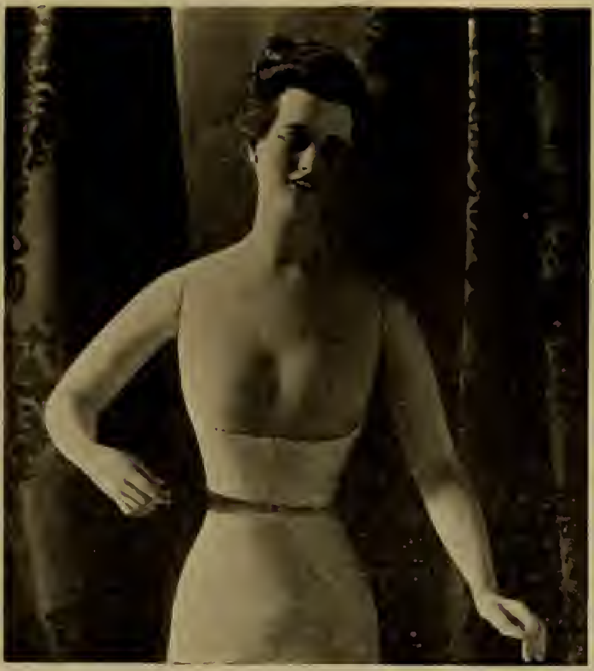
Polay Fixture Service Inc.
519-521 N. Halsted St. CHICAGO, ILL.

ART FLOWERS *for* *Your* FALL OPENING

Complete up-to-date line shown in Catalog 340.
WRITE FOR IT.

Carl Netschert 12 No. Michigan Ave.
CHICAGO, ILLS.

More New Models in Wax



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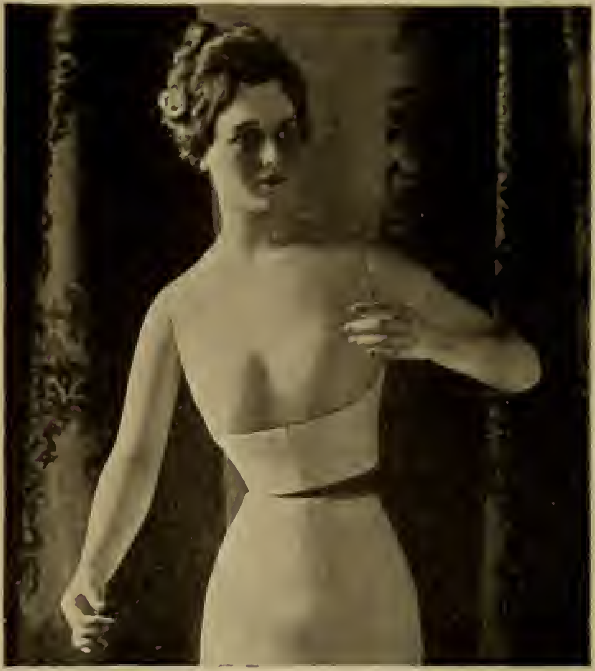

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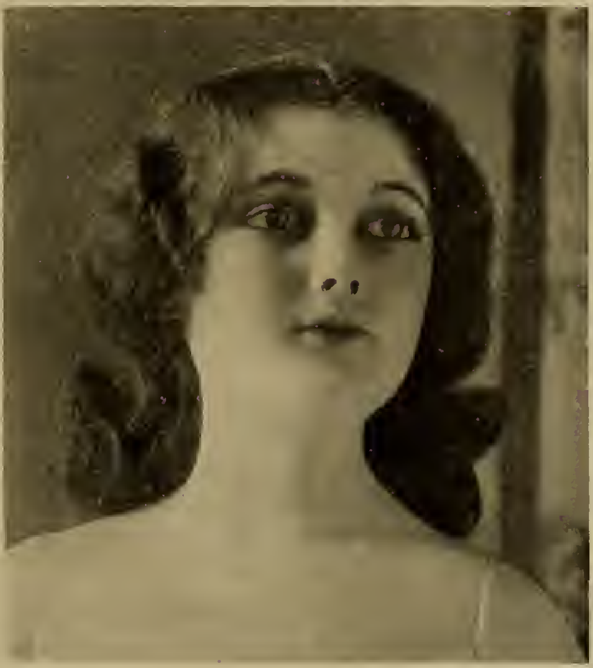

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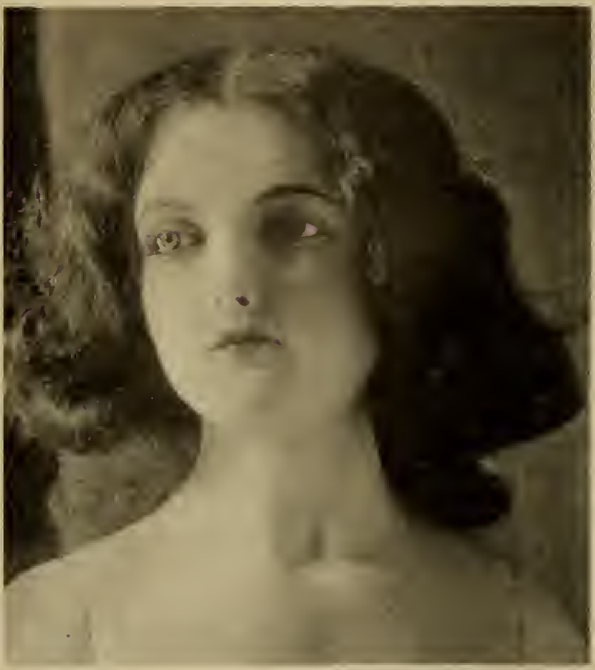


No. 1360

Yours for quality wax figures

French Wax Figure Company

70 West Water Street, Milwaukee, Wis.

American Merchants Syndicate Building
153-9 East Superior St., Chicago, Ill.

405 Chamber of Commerce, St. Paul, Minn.
202 East Fourth Street, Los Angeles, Cal.

Note Our Prices: 20 to 30% Lower Than Our Nearest Competitor

We Invite Comparison of Quality and Prices

Oak Branches

324

Adiantum

FALL VINES.

		Dozen.	Gross.
323.	Grape Vine in Autumn Shades	$1.00	$10.00
324	Grape Vine in Autumn Shades with two clusters of Grapes	4.80	48.00
324A	Grape Vine, same as above without Grapes	1.40	14.00
326	Maple Vine in Autumn Colors	1.80	18.00
327	Oak Vine, in Autumn Colors	1.40	14.00

ADIANTUM.

Natural preserved Fern in the various beautiful Autumn shades. Imported coloring and preserving process used.

Twenty-five Ferns	$2.50
One Hundred Ferns	8.00

DOMESTIC FIREPROOF BEECH BRANCHES.

30 to 36 inches long, in green, tan or red.

For 10	$ 1.50
For 100	11.00

Beech Branches can be used to the best advantage for interior decoration with some loose flowers put in here and there. A good post decoration.

Beech Branches have been used by Marshall Field & Company for a solid background in their windows; also to decorate all of the posts in the main aisle.

Beech Branches make an effective trim when used with some bright flower or foliage.

OAK BRANCHES.
(Fireproof.)

Beautiful natural branches prepared and colored green, tan or red.

For 10	$ 1.25
For 100	11.00

L. Baumann & Co.

Leading Importers and Manufacturers

357-359 N. Chicago Ave. - Chicago, Ill.

Goodform
TRADE MARK

Window Display Fixtures

"ALL CONNECTIONS METAL"

A Clever Fixture
FOR
Haberdashery and
Dry Goods Displays

Write for Our Latest Catalogue

No. 917
Drape Pedestal

	Price Each
12 in. high, 8 x 8 in. top	$1.00
18 " " 9 x 9 " "	1.50
24 " " 9 x 9 " "	1.75
30 " " 10 x10 " "	2.00

State finish wanted when ordering

HINCHER MFG. COMPANY, of INDIANA
305-311 South Fifth Avenue, Chicago, Ill.

NADECO

VALANCES, PANELS and DRAPE SHADES

include all the standard designs, as well as the latest and most individual novelties. Do not fail to visit our New York salesroom when on your buying trip;

234 Fifth Ave., Corner 27th St.
New York City

Write today for catalog R and sample plushes
Live Salesmen wanted

National Decorative Co., Inc.

Designers and Manufacturers
Valances, Panels, and Drape Shades, Plushes and Velours

CAMDEN, NEW JERSEY

Compare Feldman's Humanized Wax Figures With The Ordinary

Nearly everyone knows what a vast difference there is between Feldman's Wax Figures and the ordinary kind usually seen in show windows. Feldman's figures do not look like "waxen images". They have the features and expression of living people. Every one is modeled from life and is as perfect a reproduction as can be accomplished by art and skill.

They are the kind of figures that will add distinction and attractiveness to the handsomest gowns. No merchandise, no matter how costly, is too good to be shown with these figures. However Feldman's figures are no higher in price than merchants generally pay for common ones.

In addition to their attractive appearance, Feldman's Wax Figures are made right. The head is securely fastened to the form by a metal screw which cannot become loose with handling or wear. The arms are attached by means of a revolving socket that permits adjustment at any angle.

Send for catalog and full descriptions

Manufacturers of
Display Forms Wax Figures
Metal and Wood Fixtures

Feldman Fixture Company

24-26 West Thirtieth Street New York

Our new balanced full figure

A new shirtwaist figure with artistic carved wood base

Buy "Superior" Fixtures

Our fixtures are SUPERIOR both in name and in quality. Our line is unusual in its completeness—metal and wood—wax and papier mache—valances—store and window lighting—garment racks and hangers—in fact everything needed in the most up-to-date store.

There is a beauty about our designs that cannot be duplicated. There is utility both in the design and the construction of everything we make.

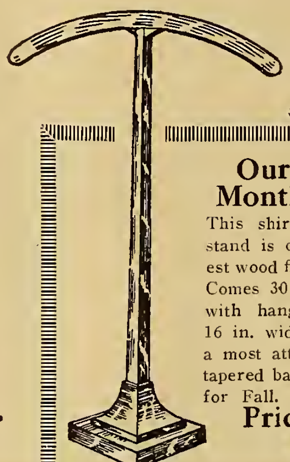
Our fixtures are truly "SUPERIOR."

See our exhibit at the I. A. D. M. Convention

We cordially invite all merchants and display men in attendance at the Convention, August 6, 7, 8, 9, at the Planters Hotel, St. Louis, to visit our exhibit in Booth No. 5. Every merchant and display man that visits Chicago should see our Model Show Room at 314-316 Jackson Blvd.

Write for our new and complete catalogue.

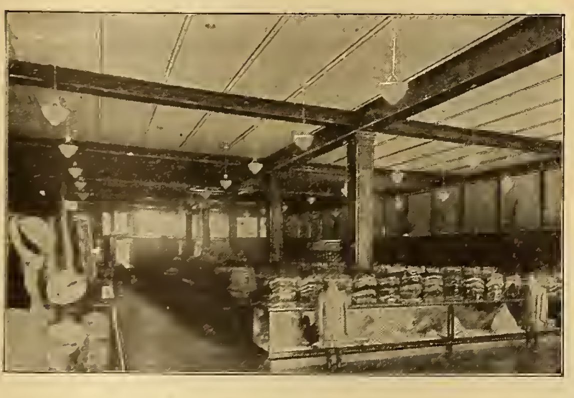
The Superior Brass and Fixture Co.
314 West Jackson Boul., Chicago



Our Special Monthly Offer

This shirt waist display stand is one of the newest wood fixtures designed. Comes 30 or 36 in. high, with hanger shaped top 16 in. wide supported on a most attractive colonial tapered base. Order some for Fall.

Price Each $1.50



A Wareroom Transformed By

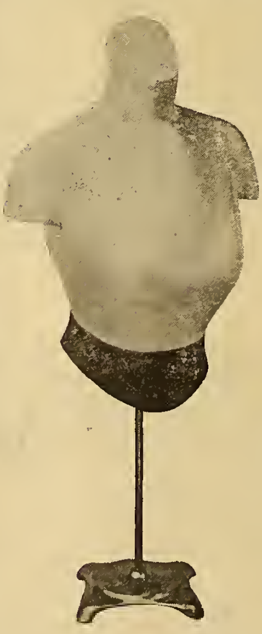
CAREY Ceil-Board SUPERSEDES PLASTER For Walls and Ceilings

Look at this picture. Then read this letter.

"In January, 1913, we transformed one of our upper floors from an unsightly wareroom to a most beautiful salesroom at a very moderate cost with Carey Ceil Board. We are very glad to testify to its practicability and usage." (Signed) The Melvin-Chicoine Co., Fred Chicoine.

When in the market for interior finish for the store or window display, beautiful, practical and serviceable at a moderate cost, investigate Ceil Board. Booklet for window decorators on request.

THE PHILIP CAREY COMPANY
1030 Wayne Ave., Lockland Cincinnati, Ohio



No. 74

This highly attractive form is enameled in a natural flesh tint. The belt is covered with plush. The entire form is moulded with life-like effect, and the projecting shoulders give a natural appearance to the sleeves of the waist. Mounted on 8-inch base, statuary bronze finish. Price $4.75 each.

Established 1898

A Word Regarding Our Enameled Forms

The popularity of our enameled forms has resulted in our doubling their output over any previous season.

Owing to the attractive effects they make in the windows, they have largely supplanted wax figures in a great many high-grade shops.

Send for our new catalog on display equipment.

Co-Operative Display Fixture Co.
143 Grand St. New York

—the Eagle on Our Dollar

¶ It is the real American—the fighting and resourceful Eagle that is on *OUR* dollars. Continually working—never tiring in the interest of the country's display problems. Many of our *FIGHTING DOLLARS* go into

ADLER-JONES SERVICE

¶ The only free bureau devoted to the betterment of merchandise displays. Merchants and displaymen all over the country are taking advantage of this service. It is fully explained in our latest book.

Artificial Flowers and Decoratives

¶ Just your written request brings this wonderful catalogue to you FREE. Don't delay. Write now. Address—

The Adler-Jones Co., Dept. A
333 South Market Street CHICAGO

DO YOU EVER MAKE PUBLIC SPEECHES?

Expert Literature Service

Famous staff writers, authors and poets will write your stories, speeches, poems, plays, songs, etc. You may use as you please with copyright privileges. Young authors' work revised and rewritten. Charges reasonable. Literary advice and counsel.

Folders free

Eastern Educational Bureau
LITERARY DEPT.
Address W. CLEMENT MOORE, Publisher
NEW EGYPT, NEW JERSEY

ASK MOORE about your business plans, mail order ideas, or advertising questions. First answer to all enquiries free. 15 years' experience. Expert service in writing, planning, illustrating and placing advertising. Booklet free

W. CLEMENT MOORE, New Egypt, N. J.

New Creations in the Onken Line

The Oscar Onken Co.
Display Fixtures Store Equipment

YOU SHOULD SEND FOR THIS CATALOG

Every Merchant or Window Trimmer Owes it to Himself and His Business to have this 224 p. Catalog of

Wood Display Fixtures and Store Equipment

This is the most comprehensive and instructive Catalog of its kind ever printed—many of the pages, showing actual window trims, will be of great value to the window trimmer. Many new ideas in Store Equipment will interest the Merchant. This book will be sent to Merchants and Trimmers writing for it on the firm's stationery.

Our New Line of Show Window Screens or Back Grounds, bring out any special grouping to which particular attention is desired

The Oscar Onken Co., 3737 4th St., ***Cincinnati, O.***

OUR PRODUCT IS YOUR SAFEGUARD

No. 150-822KE

as a Buyer, and

WILL MERIT YOUR INSPECTING OUR LINE

Catalog Sent Upon Request

The Barlow-Kimnet Co.

Office and Showrooms:

724 Broadway, New York

BOSTON
20 OXFORD ST.

FACTORY
HOLYOKE, MASS.

No. 832-78

With This Complete Outfit, Ready for Immediate Use, You Can Clean and Retouch Your Own Wax Figures

Producing the same clear (Oil) finish to your wax figures as they had when they were first purchased.

Without Restrictions—We positively guarantee this outfit to do satisfactory work or we will refund the money.

Formula of All Materials is Included with the Outfit.

Now used by thousands of the leading stores everywhere.

OIL FINISH OUTFIT No. 5

Consists of the following:

Enough materials ready prepared to clean and retouch 100 full wax figures.

Complete equipment of tools required for the work.

Instruction book carefully explaining how to clean and retouch wax figures, also repair all broken and damaged parts.

Complete formula of all materials used in the outfit is included. This will enable you to replenish the materials as they become exhausted.

PRICE OF COMPLETE OUTFIT, INCLUDING FORMULA.... $5.00

Outfits to clean and refinish flesh enamel forms. See advertisement on page 63.

Harrisburg Wax Figure Renovating Co.

335 Crescent Street, Harrisburg, Penna., U. S. A.

Send for Catalog Also list of concerns using above outfit.

The Buckeye Fixture Co.

Manufacturers of

Metal Display Fixtures

Of Quality

Artistic Wax Figures

Enameled Dress and Waist Forms

Factory and Salesroom
1292 W. 4th St.
Cleveland, Ohio

Make Buyers Out of Passersby

Hugh Lyons pedestals, plateaus, tabaurettes, umbrella holders, and hosiery and drapery fixtures are designed and built by men who have been long in intimate contact with the peculiar requirements of the various trades which they supply. Hugh Lyons designs are always practicable.

Back of our designs are complete facilities for the production of substantial, attractive and lasting fixtures.

Every fixture offered by Hugh Lyons is produced in the Lyons factories—the largest of their kind in the world. Special machinery and methods, together with the great volume of our business, enable us to produce better fixtures at a comparatively moderate cost.

If you are interested in efficient window display merchandising, let us send you a complete set of our fixture catalogs.

HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN
NEW YORK SALESROOM 35 W. 32nd. STREET
CHICAGO SALESROOM 234 S. FRANKLIN ST.

Why Pay More to Dealers When You Can Buy Direct from Manufacturers

Our up-to-date manufacturing facilities enable us to sell direct, at low prices that will surprise you

SAMPLES SENT FREE

BEECH or OAK BRANCHES. Natural Preserved Fireproof, 3 to 4 feet. Luxurious foliage colors, Red, Green, Brown, or blending 3 colors in each branch, per 100	$8.50
No. 6 M BEECH OR OAK GARLAND. Natural Preserved Fireproof in Green, Red, Brown, or blending 3 colors in each yard. 6 inches diameter, per 10 yards $1.50, per 100 yards	12.50
No. 10 M BEECH or OAK GARLAND. 10 inches diameter, per 10 yards $2.50, per 100 yards	20.00
AUSTRAL FERNS, in rich Autumn colors, or any solid color desired, sprays 18 to 24 inches, per 100	5.00
ASPARAGUS FERNS, sprays in Green or Autumn tints, sprays 15 to 20 inches, per 100	5.00
ADEANTUM FERNS. Natural Preserved Fireproof, large selected sprays, in Autumn tints or any solid color desired, per 100 sprays	4.00

Full Line of Decorative Vines, Flowers, Etc., Shown in Our New Fall Catalog—Yours for a Postal

J. HARTWIG CO., Manufacturers of **Fireproof Art Decoration**

Show Room: 24 W. 30th St., New York
26-32 PELLINGTON PLACE, BROOKLYN, N. Y.

Display Managers and Show-Card Writers

I unhesitatingly guarantee that all orders will be filled within twenty-four hours after they're received

I take pleasure in announcing a series of decorative panels, tail-pieces and other ornamental "skits" for the embellishment of show cards. These are a companion series to my gold initial panels, but they are decorative effects only—no initials nor letters. They comprise grape, peacock, conventional flower and other decorative designs to be cut out, hand-colored and used at the beginning or ends of cards.

They are decidedly new and novel. As a trial feature some are printed on Whatman's hand-made water color paper and others on a good white paper that will stand coloring.

The price is seventy-five cents for one hundred, prepaid in mailing tube. They are exclusive here. The right is reserved to sell but one firm in a city. Order by number. Style No. 45, price, 75c.

Use them on your fall opening cards.

Style No. 46.

Reeves (London, England) superb water color outfit in japanned box and two artists' red sable brushes, postage paid.........................$2.00

Style No. 47.

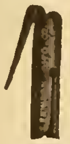
Above with 100 decorative designs, prepaid..$2.50

Style No. 48.

One Hess border ruling gauge, ¼ or ½ or ¾ inch and 100 gold initial panels, postage paid..$0.50

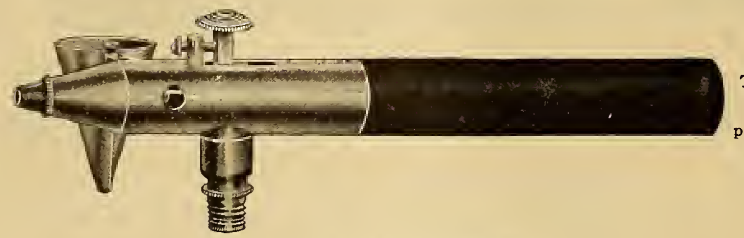
Style No. 41.

100 gold initial panels, in mailing tube, prepaid...$0.35

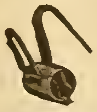


No. 25
Card Holder
(Steel)

Ticket holder, per gross, prepaid 50c



Ticket pin 100 prepaid 20c



No. 37
Card Holder
(Steel)

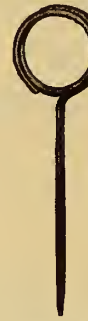
Ticket holder, per gross, prepaid $1.00

The four best air brushes—

Wold Model, A1	$22.00
Paasche Model, E2	19.80
Thayer & Chandler, A	19.60
Chicago Air Brush Co	20.00

Write for special offers and catalogs.

1,200 prepaid $1.75



No. 2
Ticket Pin

Style No. 49.

Hess Ready-to-Letter show-card blanks—Mat board with decorative effects in color, prepaid, 12 for...$2.00

Style No. 50.

Hess lettered cards for opening or other displays—any wording mat board decorative feature, prepaid, 12 for....................................$4.00

Style No. 51.

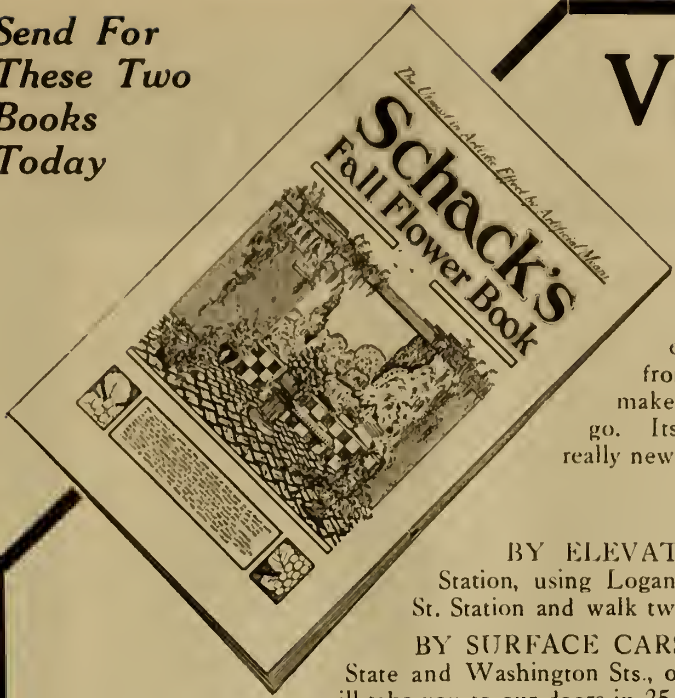
Hess lettered and illustrated stereopticon slides, made and beautifully hand-colored for me by the McIntosh Stereopticon Co., each, prepaid, $1.75; additional slides.....................................$1.00

Send for Price Lists of Supplies

GEORGE WALLACE HESS

Room 1520 North American Building - - - CHICAGO
State Street and Monroe

Send For These Two Books Today


The Climax in Artistic Effect by Artificial Means
Schack's
Fall Flower Book

Visit Our Studio

On Your Way Back From the Convention

It will pay you, Mr. Displayman, to make an extra effort to visit our studio on your way back from the convention. No expense has been spared to make it the most attractive and educative place you could go. Its a whole convention of display ideas, which are really new, in itself. Come out and see for yourself.

How to Reach Our Studio

BY ELEVATED—Take Metropolitan Elevated at any Loop Station, using Logan Square or Humboldt Park train. Get off at Robey St. Station and walk two blocks northwest. Time 20 minutes. Fare 5c.

BY SURFACE CARS—Take Milwaukee Ave. or Armitage Ave. car at State and Washington Sts., or Milwaukee Ave. Car No 6. on State St. Either will take you to our doors in 25 minutes. Fare 5c.

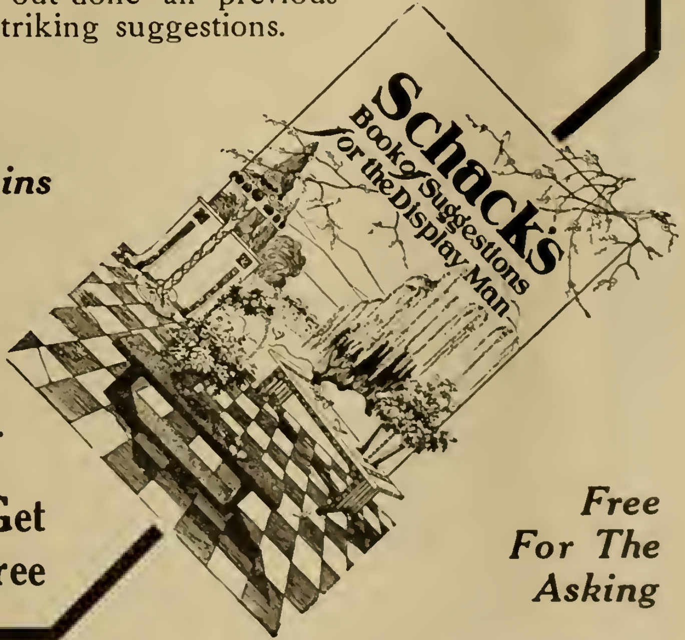
Get These Two Wonderful Books Free

Every display man in the country owes it to himself to have these two books on his desk at all times. These are the two ***best*** books we have ever published and contain hundreds of new decorative ideas which will be appreciated. They are as one Displayman said: "My Silent Partner in the Decorative Business, as it helps me at all times." So send in your name today and get your copies ***Free for the Asking.***

Always New Ideas At Schack's

Schack's has the reputation for bringing out more new ideas than all other concerns combined and this year he has out-done all previous efforts for new, original, practical and striking suggestions. Visit our studio and see the new

Papier Mache Novelties
Peacocks ***Fountains***
Tif-Na-Tone Flooring
Embossed Metallic Ornaments
Poster Cut-Outs
Vogue Draping Stands
New Lattice Effects, Etc.


Schack's
Book of Suggestions for the Display Man

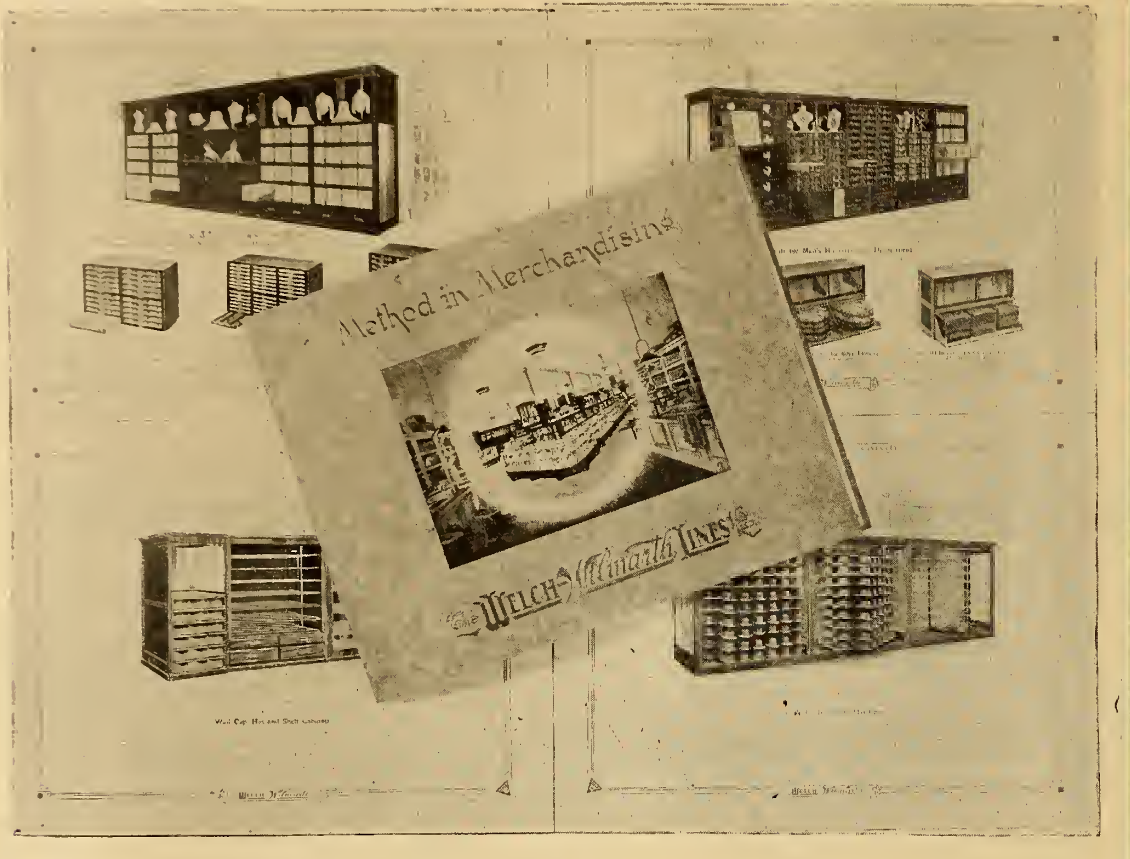
Send In Your Name Today and Get These Two Wonderful Books Free

Free For The Asking

Schack Artificial Flower Co.

1739-41 Milwaukee Ave.
CHICAGO, ILL.

The WELCH-Wilmarth LINES of Grand Rapids



THIS IS IT!

That "Method in Merchandising" book we have been mentioning in our advertising for a month or two. It is now out, and we will be glad to send a copy to any merchant who is interested in meeting and beating the difficulties entailed by the war. It is a handsome volume, the most comprehensive book of its kind ever issued. Asking for a copy doesn't entail any obligation on your part, but it is too expensive to send broadcast, so requests for a copy must be made on your own business stationery.

Welch Manufacturing Co. **Wilmarth Show Case Co.**
7 Lyons Street GRAND RAPIDS MICH. 1524 Jefferson Ave.

CHICAGO, 233 W. Jackson Blvd. NEW YORK, 20 West 30th St. BOSTON, 21 Columbia St. ST. LOUIS, 1118 Washington Ave. PHILADELPHIA, 123 No. 13th. St. PITTSBURGH, 701 House Bldg. MINNEAPOLIS, Hennepin at Fourth. DES MOINES, 402 Court Ave. HELENA, MONT., 106 Grand Ave. ROANOKE, VA., 212-214 Terry Bldg.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLI
NUMBER 2

AUGUST, 1917

Single Copies
Twenty-Five Cents

THE CIRCULAR LETTER

In Small Businesses The Circular Letter Brings Results—This Form of Advertising Should Be Given Fair Trial

I AM a firm believer in the circular or form letter as a business builder for any line of business. If your business is small and economy is so necessary that it becomes a choice between either a circular or a circular letter for your advertising, I would advise the letter in nine cases out of ten.

The letter gets an audience—it is read and remembered. The things you say in imitation typewritten form are, as a rule, five times as effective as when put in cold type on a cheap circular.

The writer has used both forms of advertising in nearly every line of business a hundred times over and always the circular letter will win out. The real reason for this, I believe, is due to the fact that even today when multigraph letters are very reasonable, there are very few retailers using them regularly and systematically—the result being that anything unusual always creates an interest. Even though your prospective customer might receive a very great many circular letters from national advertisers and mail order concerns, he is not accustomed to receiving them *from you*—hence yours are read.

Such letters in order to be successful should be "personal" in form and style. It is well, too, to localize them as much as possible in order to create an immediate interest on the part of the reader. For instance, I know one retailer who had a special proposition to make to young men and he accordingly took advantage of a baseball game of the Saturday before to command attention. The first part of his letter started out as follows:

"Were you at the game last Saturday?

"Say, we certainly did wallop the boys in great style.

"Listen—If you intend to go to the game this week, why not stop in and get one of our ...... before you go? Etc., etc."

You can readily see where such a letter has about it a personal appeal which will create both comment and new business. Weaving in remarks about places and events with local color will always pay if you can do it nicely. It should not trouble your conscience about the things you say being true or not so long as no names are mentioned—it is fiction that is always written in headlines for all advertising.

The letter, too, should be made to fit local conditions and should above all other things show your reasons for requesting the customer's trade—in fact it should present a real, personal invitation for them to visit your store and for some particular reason. As a rule that reason may be some certain grade or kind of stock which you may have to offer, but it may also be for the purpose of having visitors inspect new improvements, systems or store conveniences which you might have recently installed.

Here is a letter showing a good general form with certain words and spaces left blank so that you may fill them in and use the letter as a "starter" in your own business if you wish.

Dear..................

We take pleasure in extending to you an invitation to visit our modern .... store.

You will be pleased with our many changes AND RIGHT NOW we are showing the very newest creations in .... from a tremendous stock which we have just received. The way we have this stock arranged will interest you, too—in fact you will find here some of the very latest ideas for .... just as they have been created and arranged by artists. At this season of the year when so many new things in the line of necessities and luxuries are in demand visit our store and get the very latest suggestions for your needs to make your home more attractive in a hundred different ways.

OUR PRICES are just as they have always been—

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DISPLAY BY GEORGE J. MELLERT FOR FRIES & SCHUELE COMPANY, CLEVELAND, OHIO.

AS LOW AS QUALITY and GOOD BUSINESS METHODS WILL PERMIT—which usually means about ten per cent lower than you can find anywhere else.

Really the (*mention your special offers here*), shown in our store this season, represents the very best product of the American manufacturers. Whether you buy anything from us or not, we want you to see these new specialties and BEFORE YOU DO BUY ANYWHERE we hope you will respond to this invitation and

COME TO SEE OUR GREAT NEW STOCK.

You are always welcome at our store and we appreciate the patronage which you have already given us.

With regards, we are

Yours very sincerely,

....

The above letter is a plain invitation to new and old customers to visit your store and would answer very well as a model for the first letter. Such a letter should be followed on the first of the next month by a second letter with one of your catchy personal or local headings and then actually quote several prices and special offers in the body of the letter just as you would in a circular or newspaper advertisement. Do not crowd prices, however—no letter should contain more than eight or ten price quotations at the most.

As to the cost of letters—they do not exceed circulars very much. A very attractive multigraphed letter on good paper with your letterhead in black, and body or typewritten part in purple or blue can be had for about $5.00 per 1,000, where a good, small circular of the same number of words would cost about $3.50.

Get after this form of advertising and give it a fair trial. C. M.

FALL OPENING DISPLAY BY J. H. ADDISON FOR O'CONNOR-MOFFATT COMPANY, SAN FRANCISCO.

FRUIT AS AN EMBELLISHMENT

ARTICLE 3

by

GEORGE A. SMITH

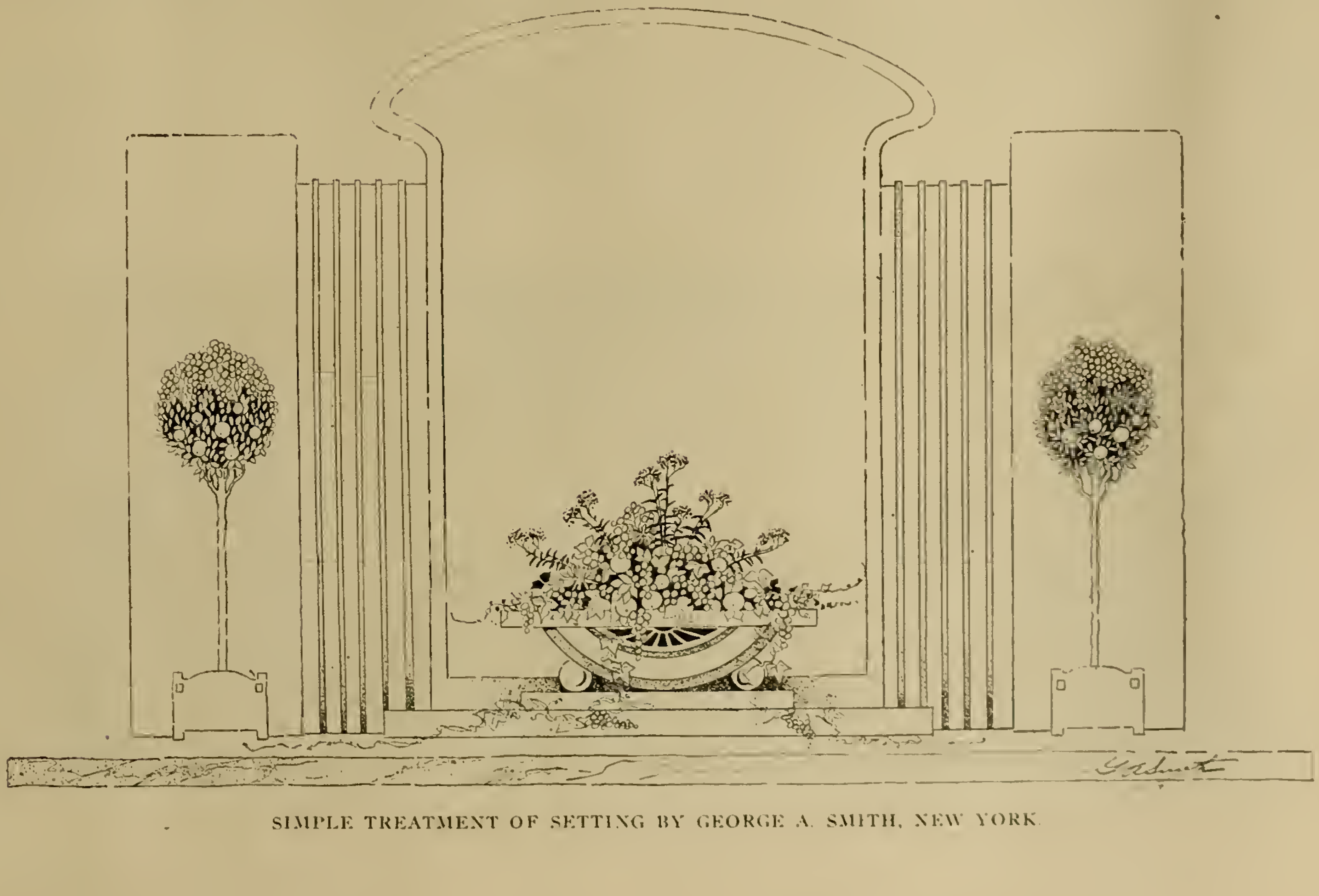
WITH the tendency so strong for bright colors in window backgrounds at the present time, the display man must seek new treatments that will bring forth this note most forcibly and yet be of such a nature that it will harmonize with the season of the year, occasion, and the merchandise on display. While a great deal has been done to liven up the settings of show window backgrounds through highly colored coverings, paintings, flowers and foliage and the like, yet I do not believe there is anything that lends itself to a more timely and appropriate embellishment for this purpose than the use of artificial and real fruits of all sorts. This also, being a year wherein the raising of fruits, vegetables, et cetera, has been so strongly advocated, a double fold opportunity presents itself which the display man should take advantage of, and by so doing each store can be made to emphasize the result of the nation's great endeavor along these lines.

While flowers and foliage have been used in most every conceivable way in the past fifteen or more years for window display decorations it seems almost impossible for us to work out any new treatment as to their make-up arrangement, yet there are still many ways that they can be utilized that would be somewhat different than those formerly used.

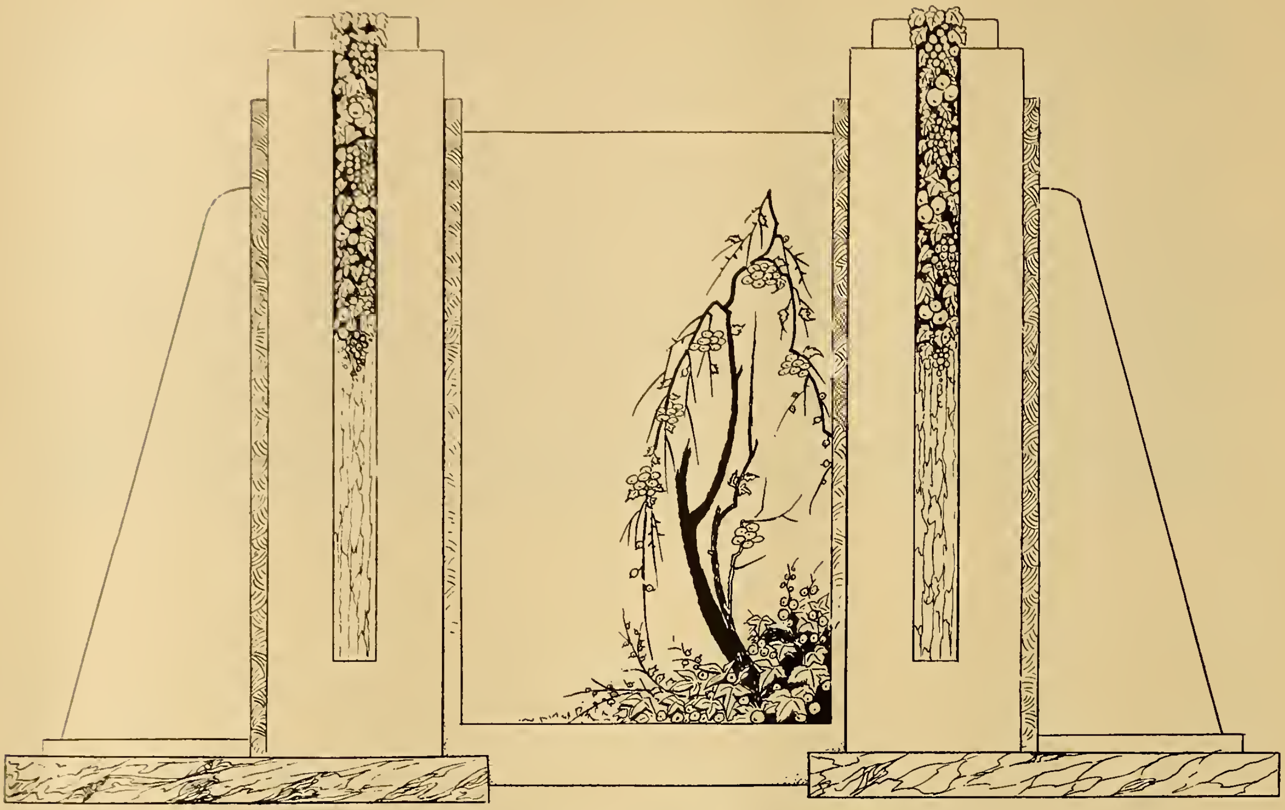
I do not mean to say, however, that fruits, flowers and foliage combined, have not been used for window display decorations before, as they have been used to some extent, but not in such a pronounced and unusual way as I am setting forth in my illustrations herewith shown.

You will also notice that I have combined the fruits with flowers and foliage, making it in all a most pleasing treatment, yet of such a nature that it does not detract from the goods on display, but plays the part of the connecting link of the decoration and the season of the year. Fancy the effect of the brightly colored fruits such as golden oranges, red apples, jade green figs, amber bananas and amethyst grapes, intermingled with autumn leaves in dark and light shades, and arranged along the lines herewith suggested.

A point that you will have to consider very carefully in this sort of decoration wherein fruit is quite lavishly used is to provide a backing that is somewhat mental. The finish or covering over face of same should not be too strong in color. French grey, tan, light brown, green or cream are all good.



SIMPLE TREATMENT OF SETTING BY GEORGE A. SMITH, NEW YORK



FALL OPENING SETTING BY GEORGE A. SMITH, NEW YORK.

Another vital and very important point to consider is, to see that the design of the entire structure of the setting is not too fancy; also keep as free from additional embellishments as possible. A few may be used, but let it be a very few.

Where a good deal of artificial fruit is being used refrain from having the ornaments contain a fruit motif, as this will produce a monotonous effect. Keep them plain when using fruit in quantities. This can be reversed when little or no fruit is being utilized. On the other hand, wreaths, festoons and pendants of fruits made from papier-mache or plaster Paris, treated to finishes of old ivory bronzes, et cetera, can also be used to excellent advantage. I would advise you, however, to utilize the artificial and natural fruits if possible.

Another treatment that can be adopted and used very effectively this Fall is to place gold painted baskets filled with real fruit in connection with the display. These can be placed on the floor of window, or on plateaux and pedestals, specially constructed to support the basket. By placing a basket in a partially over-turned position with a quantity of the fruit spread out over the floor as though it had been tipped over, a realistic effect may be had. This arrangement by addition of a bow of ribbon, tied to the handle, with sprays of artificial fall colored foliage arranged gracefully around and over the basket produces a very striking effect. A wax figure placed nearby posed in the act of raking autumn leaves into a pile will add a great deal of additional charm to the unit, providing it is well arranged and balanced. Many clever stunts that will add charm to your displays can be worked out along these lines and the degree to which your Fall opening displays are successful will entirely depend on the atmosphere which it presents.

A very good example of simplicity for a treatment of a setting wherein fruit is used quite extensively is shown in sketch No. 1. The urn in center of window is shown resting on an elevated platform and is of quite unusual design. This is filled with fruit, flowers and vines, which are arranged in a graceful manner. The trees at each end are quite out of the ordinary and freakish, yet they are handled in such a way that they lend a great deal of dignity to the setting.

An eighteen inch circular shaped wire globe is attached to the trunk of a small tree. The small branches being trimmed off so that the globe rests on these and with the trunk of same extending up through the globe which is fastened at top, you have a very substantial foundation. Over this attach a layer of green colored tarlatan to form a basis to which the leaves and fruit may be fastened. Grapes at top, with apples or oranges below produces a very striking decoration. An electric light globe, blue in color, placed inside of wire globe produces a very beautiful effect at night. The background itself is self-explanatory and is quite simple in its make up.

Illustration No. 2 presents treatment for a Fall opening setting, that possesses a quantity of ideas that may be used in a variety of ways. For example, the pendant of fruits and leaves extending down over tops of panels may be composed of plaster Paris, papier-mache, painted or artificial fruit, or the leaves may be used instead. Some wonderful effects can be secured by using any of them. The tree in center panel can also be worked out in several ways by painting or appliqueing. The construction of the setting also makes it possible to utilize it in a great many ways, by adopting it as an interchangeable background. The sections can all be made separately so that they can be used in an endless number of positions. A basket of fruit placed on the floor of window would not be out of place in conjunction with this setting.

* *

NEW LIGHT POPULAR

The New Lighting Device Now On The Market Has Passed The Acid Test—For Color Matching This Light Has No Superior

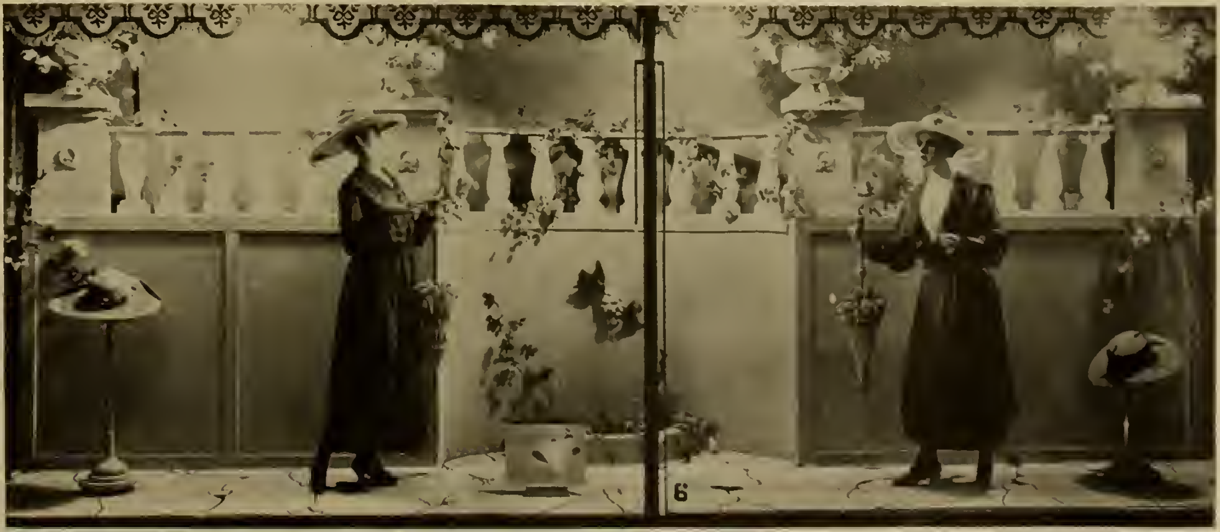
DURING the past five years more than a half-hundred lighting devices intended to serve in the correct matching of colors have been placed on the market. Most of these devices proved to be worthless in so far as their purposes were concerned, while a few have remained, but experts agree that not until the latest device appeared was there a satisfactory color matching light.

In the July number of Merchants Record and Show Window appeared a complete description of this new light accompanied by a half-tone reproduction of it. Since the publication of this article, we have received at this office hundreds of inquiries concerning the new lighting device, a fact which bears out the statement made in the article, that the merchants were looking for just such a fixture. The light has been given a thorough test and it has proved that it will do all that is claimed of it by the manufacturer. It has been given the acid test in so far as it has been tried out in Chicago's big stores, where the chances for an exhaustive test are perhaps better than in any of the other stores in the country. After many days in which the light was subjected to every conceivable color matching test and under various conditions, it was the unanimous opinion of the department heads that at last a satisfactory lighting device has been perfected. This is sufficient testimonial as to the merits of the light.

It can be used at any time of the day or night, but will be found especially valuable during the Fall and Winter seasons, when the days are short, and when business must be conducted under artificial light during the greater portion of the afternoon. There are many department stores where a color matching lamp is almost indispensable. The matching of ribbons, silks, et cetera, must be done accurately. Then there's neckwear, hosiery, and kindred lines.

This new light bids fair to be soon found in all the leading stores of the country, and a light that will do what is claimed of this will prevent many annoying misunderstandings and will add considerably to the store's efficiency.

Readers of the Merchants Record and Show Window who are interested in this new device may write to this publication and they will be immediately placed in touch with the manufacturers, who will gladly furnish complete information.



DISPLAY BY L. A. McMULLEN FOR EASTERN OUTFITTING COMPANY, PORTLAND, OREGON.

NOTES FROM NEW YORK

W. F. Brink Talks On Display Work—Information Bureau A New Feature At Gimbel's—Mayor Calls On Stores To Place British Recruiting Posters During "British Recruiting Week"—Egyptian Motifs Popular At Lord & Taylors—Notes About The Men

F. F. Purdy

W. F. BRINK, display manager for Saks & Co., spent much time in the West in his work in the windows, and combines in his experience the Eastern and Western viewpoint in a way that makes his composite idea of the trend of window dressing as truly national as it may be expressed by anyone. Mr. Brink's experience and observations are interesting. He says: "In the western cities, say not over 200,000, the main stores are seldom all together, but each large establishment may be on a separate block. Thus there is a big incentive for each display manager to dress his windows for a beautiful effect, accenting the effect even more than the merchandise, in order to get the crowd in front of his store, especially as the people do not live too far away but they are really lured downtown to look over the windows.

Now in New York it is different. The crowds are here, especially at Broadway and Thirty-fourth street. If we put in a fine window, dressing it up to simply two or three objects, you see the pulling power is far less than when there are two or three times the number of gowns, or accessories about the window. Having the crowds, it is a case of placing before them the best and most complete assortment in the lines shown, thus multiplying the drawing power."

Here it may be mentioned that the Saks windows are by no means to be classified as "merchandise windows." Merchandise and diversity are the keynotes, but the artistic quality with which everything is put together really places the displays to the front as beautiful and interesting. Every gown is hung to look at its best, the right height from the floor, and to appear as exactly correct as if in the ballroom. Mr. Brink is very particular as to his wax figures. The wax figure must be exactly suited to the gown. Every detail is carefully gone over with as much thoroughness as a proofreader on a magazine watches to eliminate errors. Mr. Brink goes on to say:

WINDOWS PREFERRED TO NEWSPAPERS

"The power of the windows is such that our buyers, when having their choice, would prefer a 20-foot window to a half page newspaper ad. This

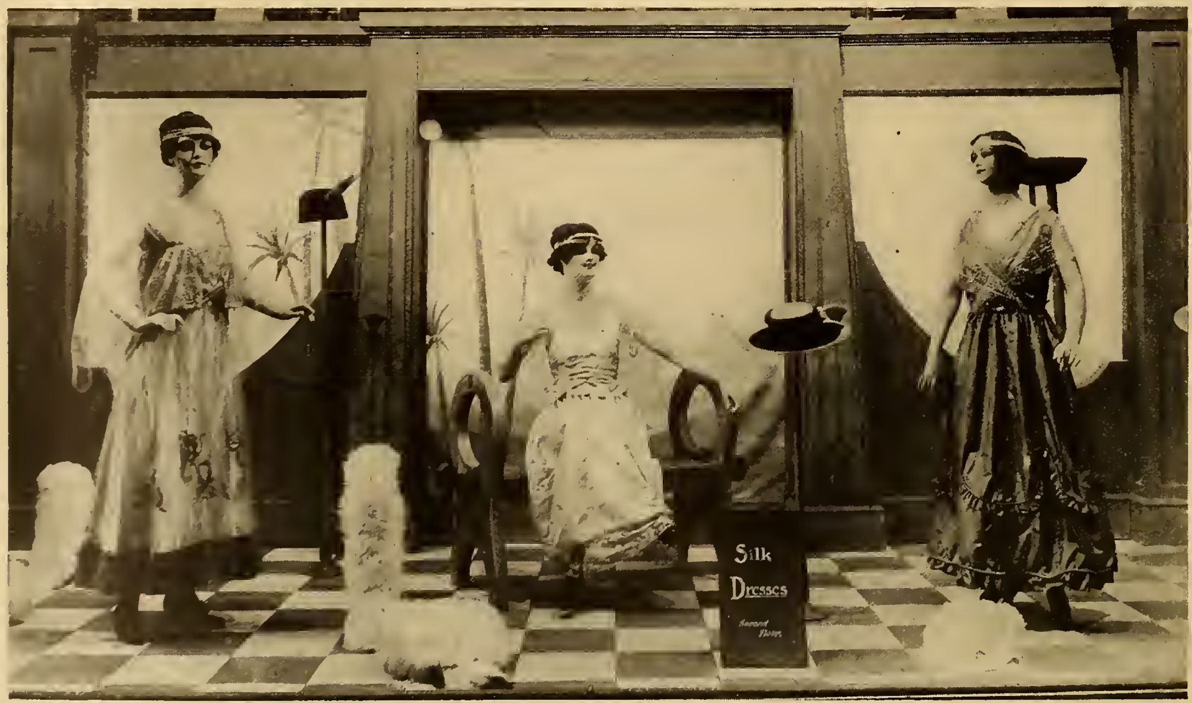


Plate No. 4373. Display of Silk Dresses by E. S. Mulholland for Mack & Co., Ann Arbor, Michigan.

This display proved to be one of the best ever placed in an Ann Arbor store. An Egyptian setting was used and the rich Egyptian colors gave it great beauty. The floor was in black effect, the coloring being light blue and black. The figures were well posed and the beautiful silk displayed on them gave rare beauty to the entire window. A set of light furs and a party fan were placed on the floor. Two hats were also shown on stands. One card appeared in window.

FLOAT DECORATED BY J. WALTER JOHNSON OF POWERS FURNITURE COMPANY, PORTLAND, OREGON.

might not be so in other locations. It is here, however, for we have a great passing throng of 'readers' of our windows. They are looking for merchandise and we give them the best selection of it, as attractively effective and correctly placed as possible. They are here in the daytime to look at the windows. At night it is different, except in the case of the after theater crowds. In many Western cities there is a disposition to come into the city at night. The idea in New York is to get out of it, and if people come in, it is for a specific purpose, except in the case of visitors, who are generally among the theater crowds. So we dress our windows at night, for the night windows are not reckoned as of great value.

"Now, I admit that Chicago operates from a different standpoint than we do here. Chicago is a law unto itself in the show windows. There has always been a high standard there, accompanied by a certain strong rivalry and competition in dressing the windows, with the artistic spirit well to the front."

We note in the papers, by the way, that the Saks building has been sold, subject to the Saks lease, which has several years to run and the transaction will not affect the plans of the firm for a long time. The rumor has been published that they are initiating plans to get a location on Fifth avenue after their lease runs out in five or six years, though this cannot be confirmed.

Gimbel Bros. have opened on the third floor a featured "Information Bureau," with the military and naval operations of America and her allies specialized on, and various sized and priced packages for the soldiers and sailors. The beauty of this is that on purchase of a package for a certain soldier, the order for its delivery is sent immediately to Harrod's, London, or Gimbel's Paris office, where the identical packages are done up and delivered according to number. There is no changing allowed in the composition of the packages.

MR. HOPKINS BUSY

Mr. Hopkins has been getting ready for the August furniture sale, and is putting in background and auxiliaries in conformity to the classes of suites of furniture to be put to the front. Harry Bernhardt, millinery buyer for Gimbel's, by the way, is president of the Retail Millinery Association of America, which is to hold their "big time" at Long Beach the middle of August, and display manager Hopkins is assisting president Bernhardt in his preliminary arrangements in various ways.

MAYOR LIKES DISPLAYS

Mayor Mitchel and his progressive administration fully appreciate the value of the show windows of our stores, and as in previous instances, just before the opening of the week of July 16, which was "British Recruiting Week," the mayor's office sent word to the various large department and other stores asking them to place conspicuously in the windows during the week the British recruiting posters, and this was generally done, and in good measure, accompanied by the liberal use of British flags.

GREENHUT'S ANNIVERSARY SALE

After completing all arrangements for staging the August furniture sale at Greenhut's, display manager F. G. Schmehl goes for a fortnight's vacation to Budd's Lake, N. J., with his family. On his return he will be busier than ever getting ready for the twentieth anniversary sale at Greenhut's, beginning in September, a most notable affair in the history of the house, as the September anniversary sales always are. Mr. Schmehl has also been rearranging the alignment of a number of the departments. He takes a great deal of interest in all merchandising problems, and also in the proper relation of one department to another and its proximity thereto, which is a matter not to be overlooked. This is simply another thing that goes to show that a display manager may well have an eye out to merchandising and all factors bearing upon it, as well as simply the arrangement of his windows. He will be worth all the more and be a bigger-gauge man.

J. P. Northrop, for some time assistant to display manager Wendel at the J. L. Hudson Co. store, Detroit, has resigned his position. He will take in the I. A. D. M. convention in St. Louis, August 6, and afterward spend a few days in Chicago, returning to New York about August 15, where he will be located at 170 West Eighty-fifth street.

Mr. Schmidt, display manager for Arnold, Constable & Co., had one of the finest windows in during the visit of Marshal Joffre to New York, with an excellent portrait of the Marshal. A large silk flag was in the window, and a delegation from an upstate school admired it so much that they bought it. It was delivered to them later by Mr. Schmidt, accompanied by a photograph of the entire window, which was well-balanced and most imposing. William Fitzgerald, former assistant of Mr. Schmidt, resigned last month and is now on the staff of Mr. Cronin, at Bamberger's, Newark.

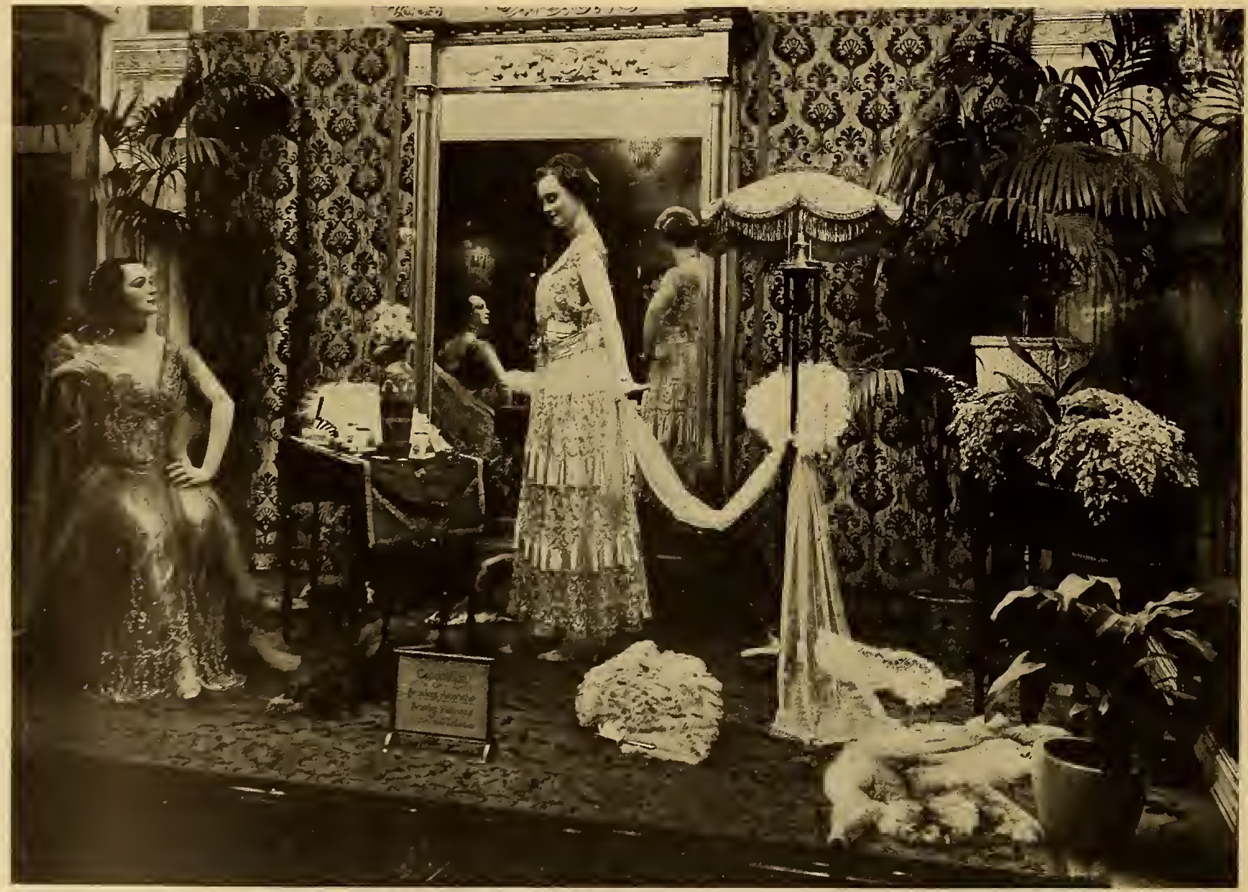


Plate No. 4374. Jewelry Display by Carl Walders for Hamilton Company, New Haven, Conn.

The background for this unusual display of jewelry was covered with portieres and a handsome gold-framed mirror of Louis XVI period was placed in the center. The furniture and rugs were designs of the same period. An abundance of palms and flowers added greatly to the display and injected the home-like atmosphere. While there was not a quantitative showing of jewelry the few pieces shown were valued at $150,000. As may be easily judged, this display drew thousands of people to the window. It was placed during the jewelers' convention.

In our last issue we mentioned that Owen Rossiter, display manager for Lord & Taylor, had harked back to the Egyptian for motifs for some of the bathing suits, for be it known that these bathing suits were not simply provided to Mr. Rossiter, but he got the idea that some use of the Egyptian style was about due, and suggested certain designs of same for these bathing suits. Now Lord & Taylor are going further and are to feature the Egyptian motifs in other attire. We do not know at this writing in what line this motif will be featured, but there is a lifelike Egyptian pyramid in commission, with a couple of Egyptian figures, one to flank it on either side in the windows, when the merchandise is ready. Before this reaches the reader there will be a full window in of the character indicated by the foregoing, and it should be a window of prime interest.

With the visit to America of the Russian mission, and especially of the splendid work of the Russian army, it would not be strange to see a furore of Russian styles break loose, but nothing of the kind yet. Mr. Rossiter had a window of Russian literature in in mid-June, with a display of all the books that apparently had ever been written about Russia, with the last books very conspicuous, all surmounted by the Russian flags, and in the center a large statuette of a Moujik peasant, typifying New Russia, standing over a prostrate bear in the attitude of victory. Two other very simple but effective windows illustrated and displayed the use of women's golf and tennis clothes. Each window had a long strip of grass with golf balls set in position for the golf girl with upraised club, ready to strike. The tennis window had a net in position in the midst of the strip of grass, while the tennis girl had racquet raised. Both these figures were neatly cut out, evidently of composition board, and painted in most lifelike manner. In each window three or four figures clad in golf or tennis costume, including silk sweaters, completed the exhibit.

Herman Frankenthal, display manager for B. Altman & Co., left for his vacation July 21, and will remain a fortnight or so at Kanouse Lake, Sullivan County, with a few days toward the latter end, possibly, at Atlantic City.

J. J. Kelly, late display manager for Oppenheim, Collins & Co., New York, and later occupying the same position with Lit Brothers, Philadelphia, has resigned and gone to Buffalo, N. Y., where we understand he is a buyer of cloaks and suits for the J. N. Adam Co. Some change of occupation, but in view of his previous association with those goods, one that was doubtless not difficult to make.

BAKST ORIENTAL WINDOW, BY AL. HAGEN FOR STIX, BAER & FULLER, ST. LOUIS, MO.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

This Department Conducted by G. Wallace Hess

A READER, in a recent letter to me, said, "My work seems to have a commercial value, but what bothers me is, to get the work." In all lines of business it is generally conceded that it is worth about as much to get the work as it is to do it.

Oftimes we see in ads when lettering is taught by the absent treatment, that so and so writes he made $180.00, or some big amount, last week. As a matter of truth, it will make any man hustle to get out, even in a city the size of Chicago, and get that amount of work in two weeks, convention displays barred.

There is plenty of the work to be had, depending of course upon the size of the city one is in, but the element of what it costs to get the work is another feature.

Smith's Shoe Store may need signs but Smith is busy with a customer—you wait half an hour or go some place else and come back. The time wasted enters into the cost of your work.

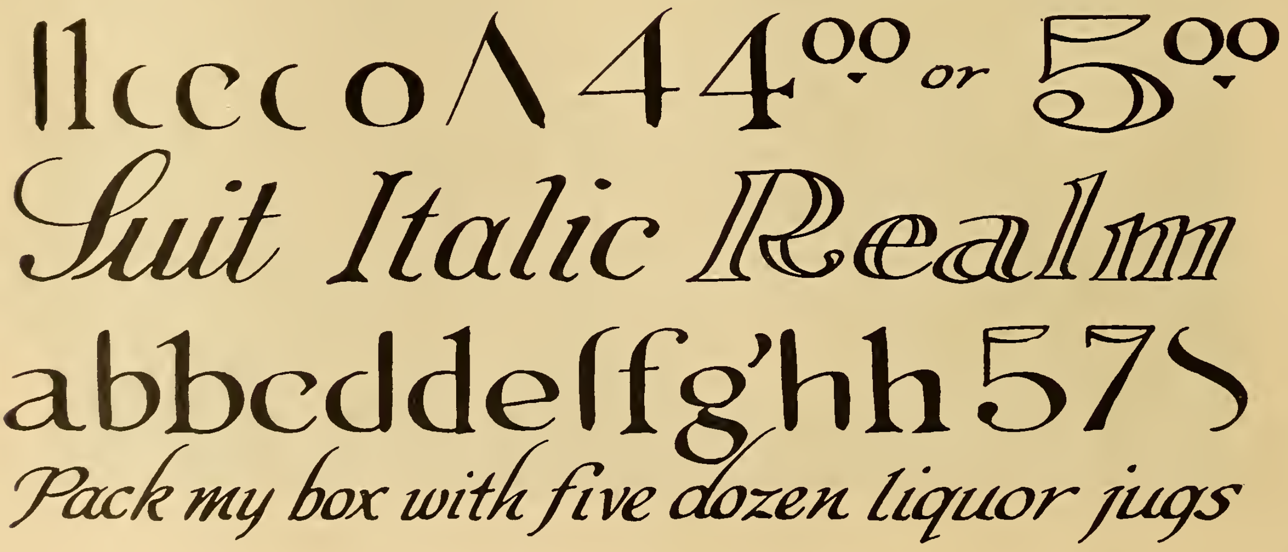
The man who can do small, neat pen lettering has a field the brush letterer cannot reach—and work which pays better than cardwriting.

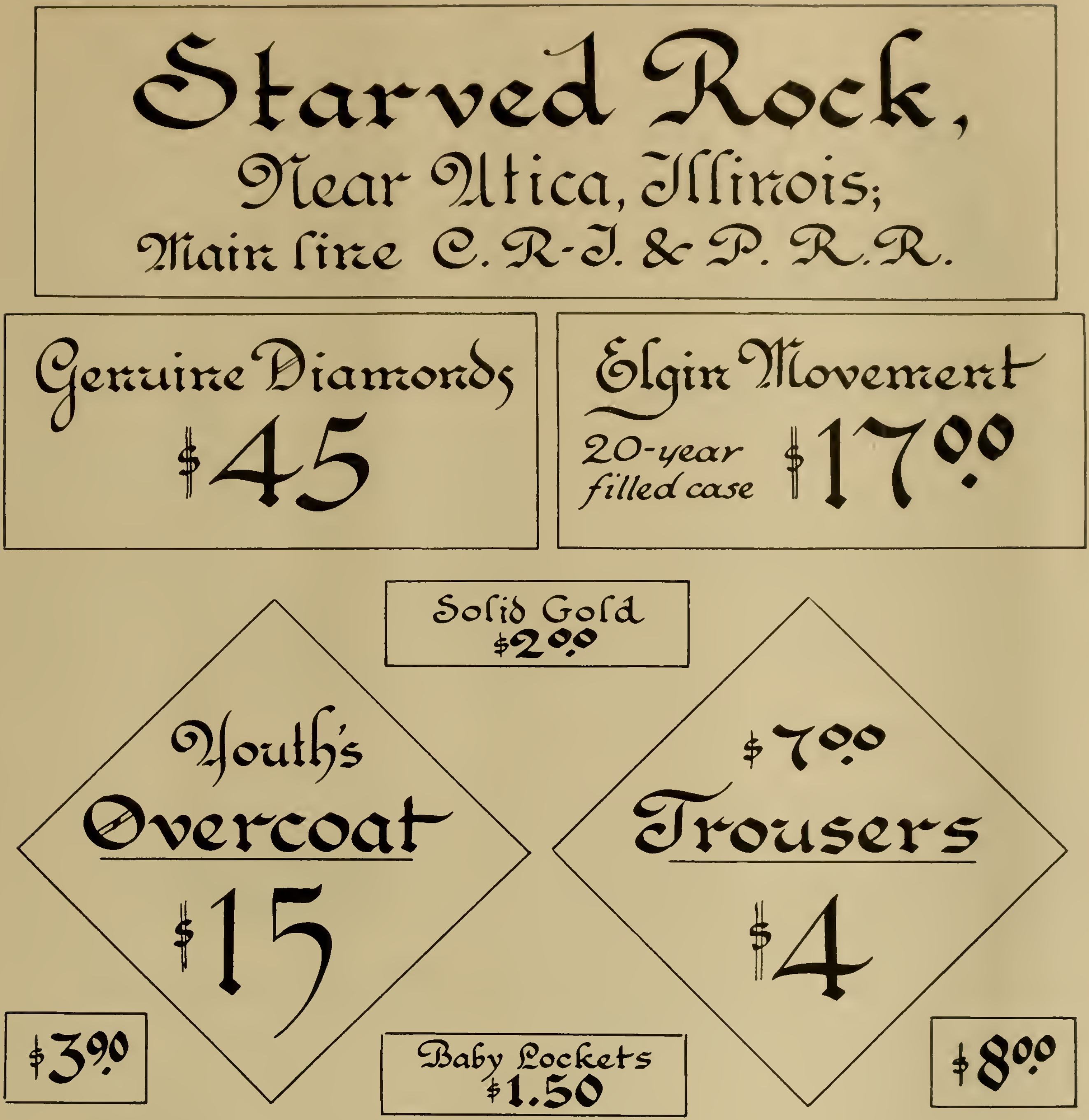
To the man who is sure of himself and his work, the following are some of the lines that use pen work almost exclusively:

Photographers: The lettering of names under portraits of individuals in albums containing members of clubs; the lettering of photographic prints of buildings, factories, parades, cornerstone layings and other things of public interest; the mounting and lettering of composite photographic groups of conventions, graduates of high schools, colleges and universities; the lettering of mats going around photographic groups of lodges and other societies. (Note: For example, those of you who "are on the square" know that the Masonic lodges elect their officers in December. Immediately after the installation of the new officers, a photograph is taken. By watching these events or by getting in touch with the photographer or secretaries of various organizations work of this nature can be had, and at a profitable figure.

Jewelers: Use neat cards. The jewelers' tickets shown here and also the "Starved Rock" label are reproduced exact size. You will say, "I don't need to learn to do small lettering like that"—but I say some day you will wish you could.

Now, the Starved Rock photo inscription I can lay out and letter in three to four minutes. I can get thirty-five cents for it. For the diamond and watch tickets you can get $8 to $10 a hundred.




Starved Rock,
Near Utica, Illinois;
Main Line C. R-I. & P. R.R.
Genuine Diamonds
$45
Elgin Movement
20-year filled case
$17.00
Solid Gold
$2.00
Youth's
Overcoat
$15
$7.00
Trousers
$4
$3.90
Baby Lockets
$1.50
$8.00

Again, jewelers generally can use neatly lettered cards to go with gifts for brides, golden or silver weddings, et cetera.

Florists: Cards accompanying floral tributes for the dead where often a group of names are lettered following the inscription: "With deepest sympathy from, etc."

Cards to accompany flowers often sent by one mercantile institution, bank, etc., to another upon an anniversary which is being celebrated.

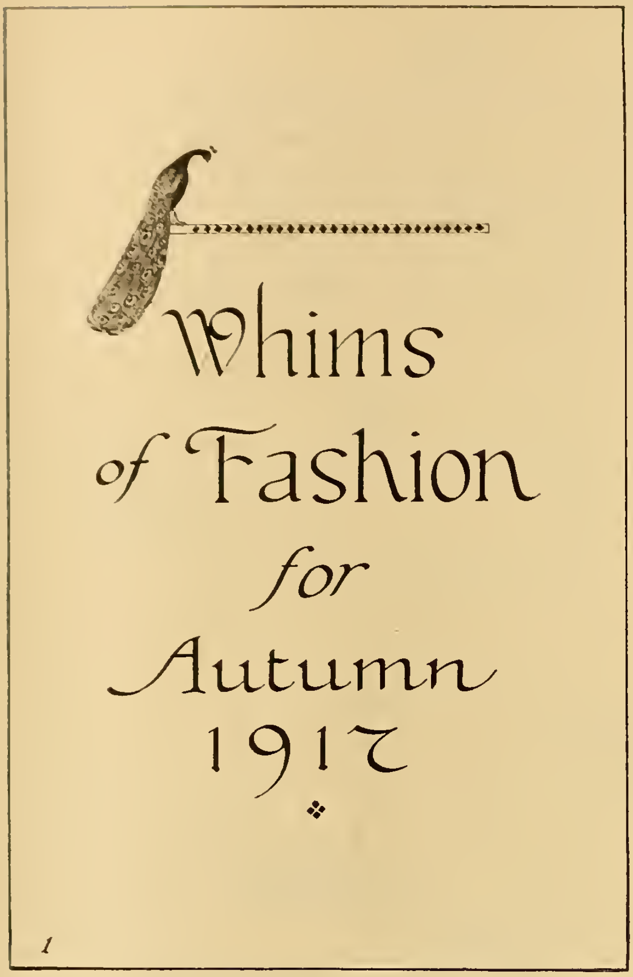
The lettering of Masonic aprons, membership cards.

Work connected with churches and women's organizations is generally done at a loss. The former rarely pay what work is worth, even if they can afford it—the latter rarely have the money to spend in their organizations, but favors rendered to women are rarely forgotten and they invariably reciprocate by sending others to you.

In many cities of the smaller class the business directory game is worked profitably. This constitutes getting up a frame containing different spaces for business cards of merchants and professional men, the same being installed in some public place, the halls of a building adjacent to lodge halls, barber shops, interurban stations, etc.

In a city of ten to fifteen thousand, possessing electric cars the few cards that are needed can be lettered cheaper by hand. (Note: There are advertisers in this magazine in whose catalogs I have seen blank ready-to-letter car signs quoted.)

There are the makings of many a good card-



Whims
of Fashion
for
Autumn
1917

1

writer in many a store, but he does not get work enough to develop. It is only by making an earnest effort to do your best on all kinds of work that you can become a skilled worker.

On the petite jeweler's cards a 2½, 3½ and 4 pen were used. Whether the engraver "will hold" my fine lines or not, I will not know in time to comment upon, but see if you can make letters of that size without "flooding."

The diamond clothing tickets could have a red underline if you desire—done with a ruling pen.

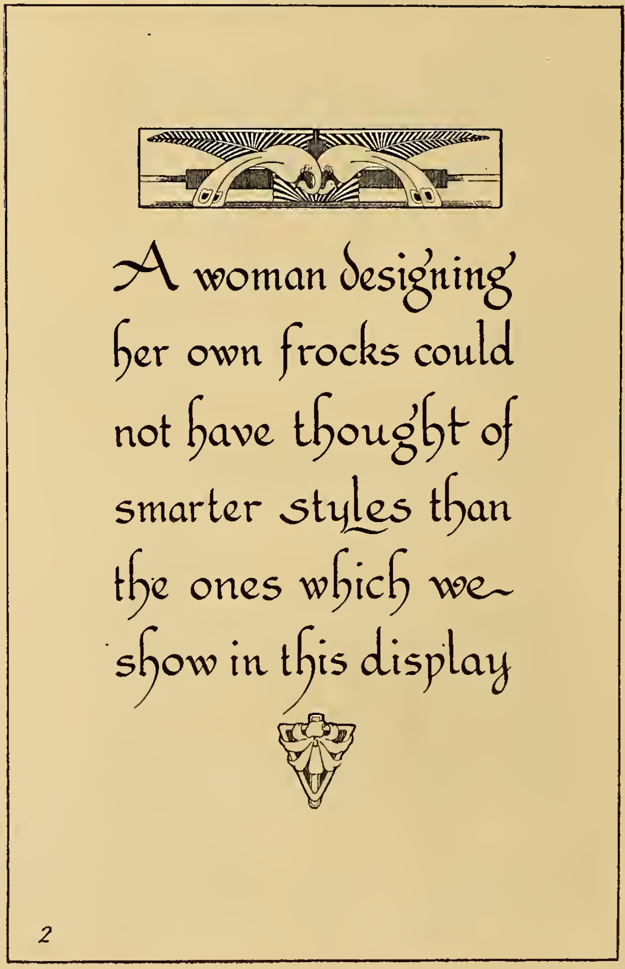
Cards numbers 1 to 4 show neat pen lettering with pasted decorative designs which are intended to be hand colored. Card number 1 can be lettered easily in five minutes; number 2 in ten minutes. (This is a well paged card.) Note that the simple marking style of letter has been used.

Number 3 is a combination of old English and engrosser's text, and number 4 a neatly lettered editorial card. The other illustration of strokes, letters, etc., is quick stuff with the music pen.

The music pen is, in my estimation, superior to the Soennecken or any text pen for small, neat lettering on show cards.

It was many years ago that I introduced and hammered away at these pens, and today I know hundreds of writers who consider them unequaled. I was instrumental in getting my friend, H. C. Davis, of Maurice L. Rothschild's, to take up this pen. Today I do not think there is the equal of Mr. Davis' cards in any store on this continent. That may be a strong assertion, but if you are ever in Chicago it will pay you to look in M. L. Rothschild's windows and I assure you that unless this all around artist is on his vacation you will see a type of card that will win you to the small card. And if you who read this be a merchant who believes in putting an 8x8 diamond on a man's suit or a woman's waist—take time when here Market Week to see what some real show cards look like.

As to the small letter, I will mention two other men whom I class as small letter men, viz., Carl Meier of the Koester School and John D. Williams of Burkhardt Bros., Cincinnati. Davis, Meier and Williams will at all times be connected with that type of store that prefers a small card—but I make two positive statements: One, that if their employers had need of a big sign, those men could "get by" with it, whether a muslin or board sign. That statement is made even though I have never seen any large work from any of the three. Two, that if one of these three men should be suddenly taken ill, that his em-



A woman designing
her own frocks could
not have thought of
smarter styles than
the ones which we
show in this display

2

ployer could get plenty of men to make a big plug-ugly card, but he would have a hard time, a mighty hard time, in getting a man to turn the small stuff. In fact, in this city of more than two million human beings Maurice L. Rothschild couldn't duplicate Davis' cards.

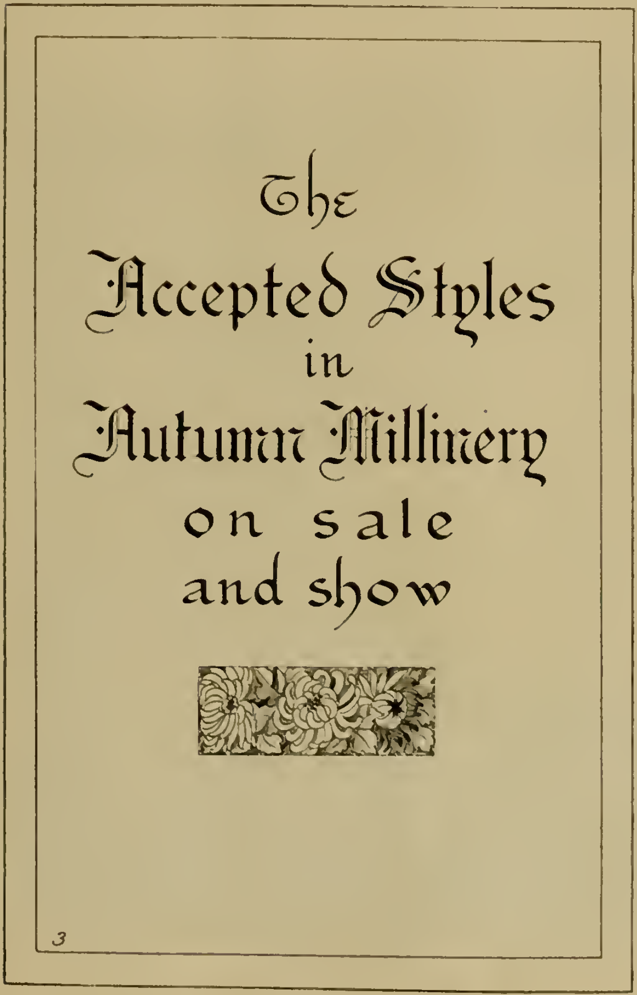
The point here is, that any man who can make a neat small letter can make a big one if he has to; but the man who can only make, or whose vocation has compelled him to make, big letters, is not there when it comes to the small letters.

You readers cannot master the alphabets shown in June and July in two weeks, two months, or twelve months—but begin now.

In music pens, buy English makes only; our music pens made here are worse than useless.

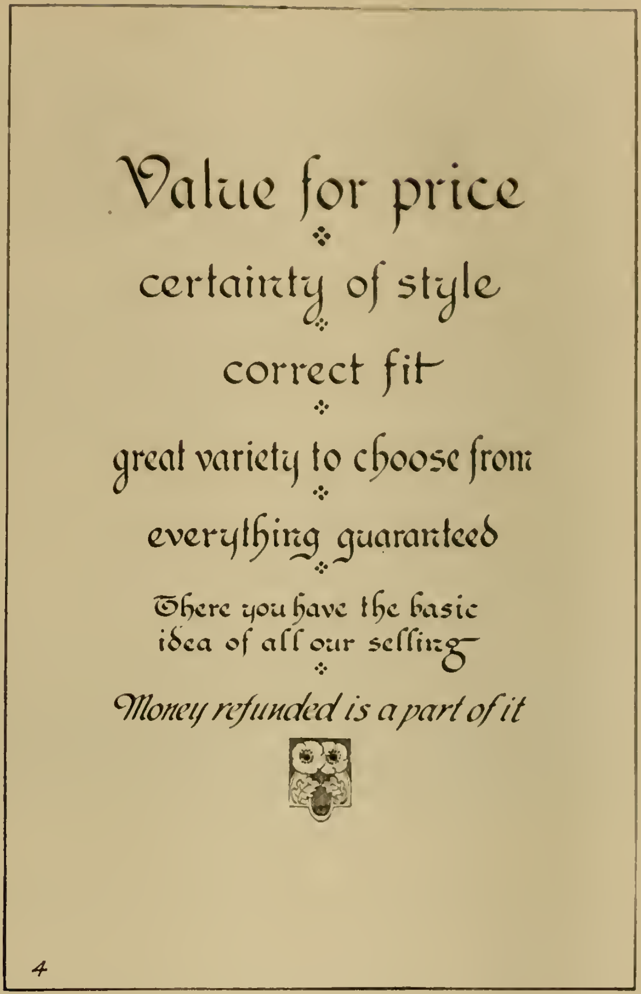
Next month I will show high class music pen work, Soennecken pen work and brush and pen work combined. A music pen will last one sometimes three to twelve months—but shun American makes.

You must have an ink slightly thickened with gum. David's black letterine, thinned down; Sanford's glossy black or opaque showcard colors, thinned down. White, as I told you previously, and gold bronze inks are excellent. India ink or Eternal or Engrossing ink won't do.



The
Accepted Styles
in
Autumn Millinery
on sale
and show

3



Value for price
certainty of style
correct fit
great variety to choose from
everything guaranteed
There you have the basic
idea of all our selling
Money refunded is a part of it

4

The stroke is made by pressure. In making an "l" place pen in position, get pressure on it to make the desired width and pull down to base line, maintaining even pressure. For outlining small Roman, for white lettering, for small Roman figures, it reigns unequaled. More on the subject next month.

Note: In last month's article at end of second column the words inclosed in parenthesis should have been "(a new one won't work in this manner)," the meaning I desired to convey being: Here we use an old pen because it has become a little corroded and will retard the flow of ink. Please remember or re-read, as the way it appeared was misleading, as a new pen is never corroded.

* *

RESIGNS POSITION TO FIGHT

C. W. MACK, display manager for Crowley Milliner Company, Detroit, Michigan, has resigned his position and joined the 31st Michigan cavalry. Mr. Mack was one of the big men in the profession and had charge of four blocks of windows. These he kept in top-notch form and has been awarded many prizes for display. He will be succeeded by his first assistant, L. S. James. It may be said also, that Mr. James is a worthy successor to his chief who is about to don the fighting togs of Uncle Sam.

START SOMETHING

A Timely Little Article Full Of Valuable Hints For The Merchant And Display Man—Something New For Fall Backgrounds

J. C. Bodine

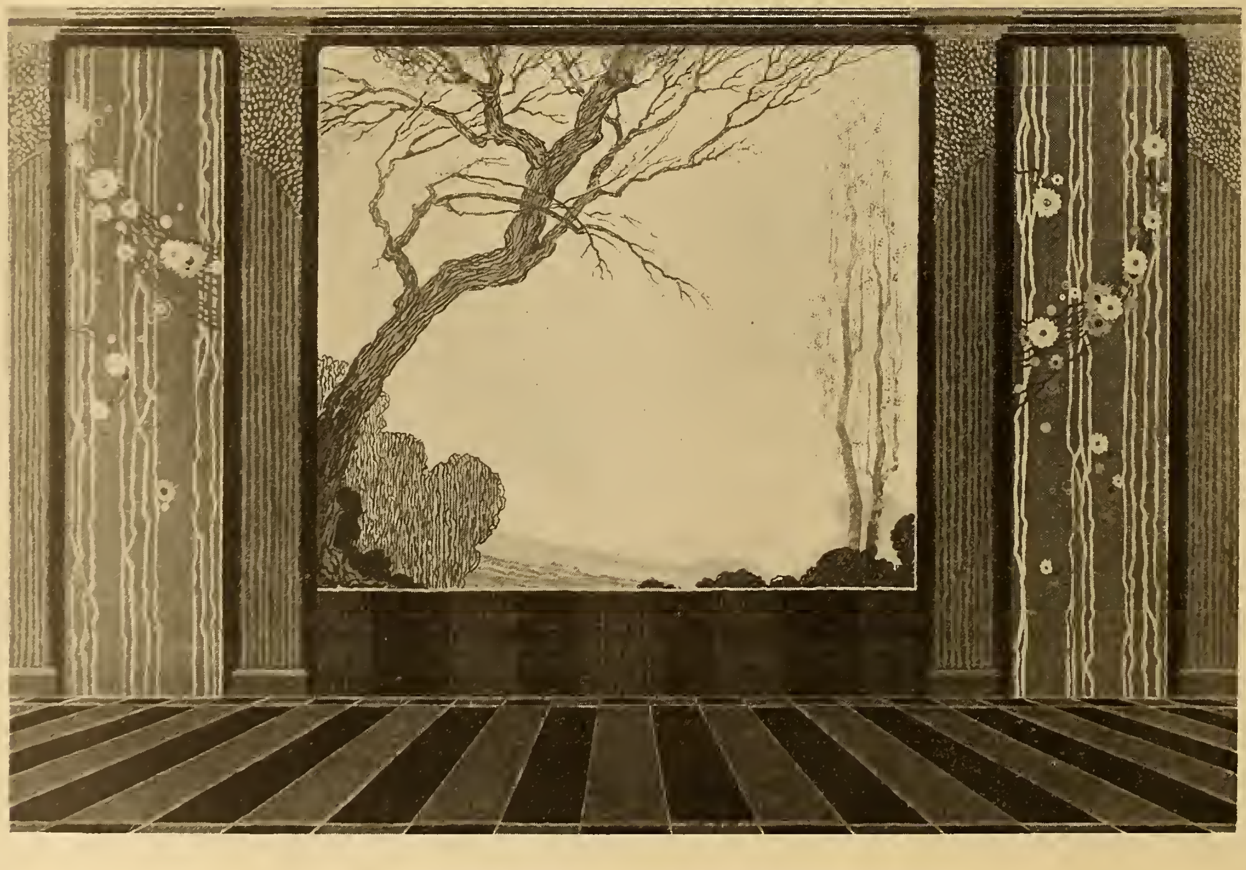
TO GET anywhere it is necessary to make a start. There must be a beginning. The best means leading towards education or in educating one's-self is to start something in the right direction whether you are absolutely sure that you will be able to finish it or not. The psychology of this is—that after you have put rollers under a movement of ideas the project will force you to move along and acquire the things needful in your line as you go along. The road is not hard after you start and there is usually plenty of time to do and watch every detail that will make for success.

Take for example any man of great importance that has made good—you will find that apparently he is moving slowly, that he is not given to brain storms, that, while he had the initative to start something he did not at the time of beginning know enough from all technical points to carry it through, but gradually and in an onward direction he absorbed and acquired the things necessary to know. These things were pointed out or suggested by the project itself, together with surrounding conditions.

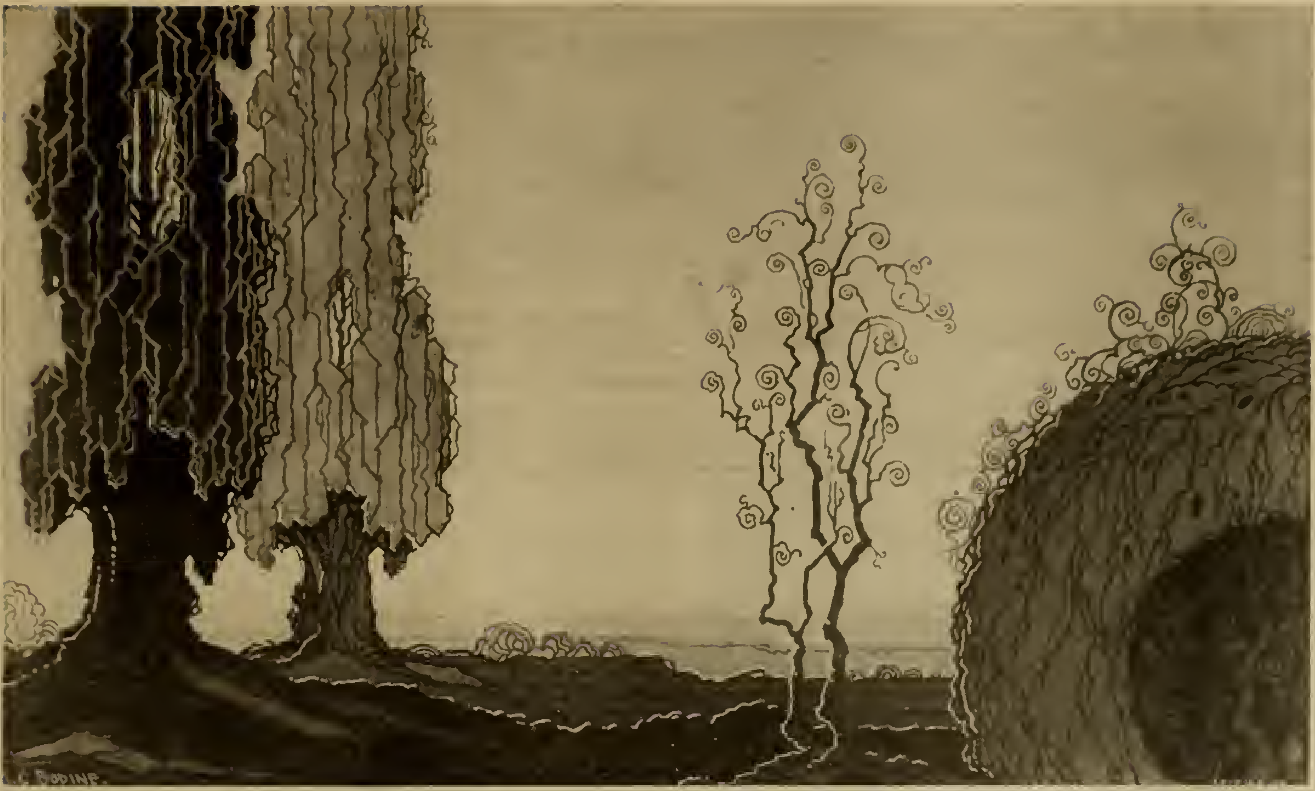
In all things that a really big man ever did, there is not one thing taken separately that was tremendously difficult. The temperament and judgment to place importance into apparently small things is the key to the situation.

While speaking to the manager of a large Chicago concern a few years ago I mentioned the fact, that he seemed to be going ahead and making great improvements in the store in all disregard to the unfavorable comment as to business possibilities, etc. His reply to me was this: "You see, when most people start howling about business depression and also acquire cold feet to the extent that they slow up, we get busy and shovel more coal on the fire than ever and we have managed to find that by getting up more steam that it has carried us by the so called depressing time, and we are far on the right side of the ledger, probably more to the good than we would have been had times been considered normal."

This proves that something started will result in a great measure of success; it proves that a man or firm gets just what it is looking for. To get something, you must first want it; you must be so sincere in your desire for it that you will contrive to find a way to start a movement that will bring to you all that you wished.



BACKGROUND SUGGESTION BY J. C. BODINE, CHICAGO, ILLINOIS.



SUGGESTION FOR BACKGROUND BY J. C. BODINE, CHICAGO, ILLINOIS.

If you fix your mind on a certain point even quite far away and keep going and keep your mind on it—even though you may skid a few times on the way—you will arrive with time to spare.

What has been said refers to all projects of development and to all lines of business, and the readers of this magazine who happen to own an establishment, or those who take an active part in developing a business must know that the remarks are in tune to success.

Prestige and a general improvement in merchandising can be gained through the show window. The show window is the "picture play feature of your store." It is the great means of introducing the buying public to you. What they see through actual demonstration of merchandise will make a strong mental impression.

A demonstration or display has a language that is understood by all nations and all people. A show window should be made easy to look at and easy to understand; it should be attractive; it should be your best and most well groomed salesman.

Never count first cost in bringing your windows up to great points of efficiency, for greater efficiency in show windows means greater contact with the public. Make your show windows talk just as big and strong as possible, and then stand behind them and deliver the goods, and time will develop to wonderful degrees, the personality and policies of the store.

A person may become interested in reading an ad and it may sound good to him but the chances are that he would rather see the goods. This is an age of eyes rather than ears, and "show me" is the "safety first" expression of the purchaser. Therefore, show your merchandise and always to the best advantage.

In reference to the decorative treatment will say that the influence of a good background is the big asset towards giving expression to your display of merchandise and with the aid of a proper setting you will find it much easier to attract attention to the exhibit.

In halftone No. 1 is shown a complete setting, preferably for Fall use. The pilasters, the base and cornice should be in strong, deep, blue green or Chinese blue. The curtain effect in end panels should be in soft, old blue with rather warm tones used in the design. The landscape is to be carried out in warm Fall colors. This design would make a handsome setting for an exhibit of Fall gowns. A setting of this kind will, in the attractiveness lent to the window, pay for itself in two or three days' time, and any store of importance in any community can well afford the temporary expense.

Illustration No. 2 will give a good idea of the trend of modernism adapted to work of decorative schemes used in the connection with merchandise. This is used mainly in a panel effect in windows showing ladies' wearing apparel. The decorative effects should always be influenced by the nature or design of the merchandise.

In conclusion I will ask you to *start something*—go to it full steam ahead and results will follow closely.

COLOR IN THE WINDOW

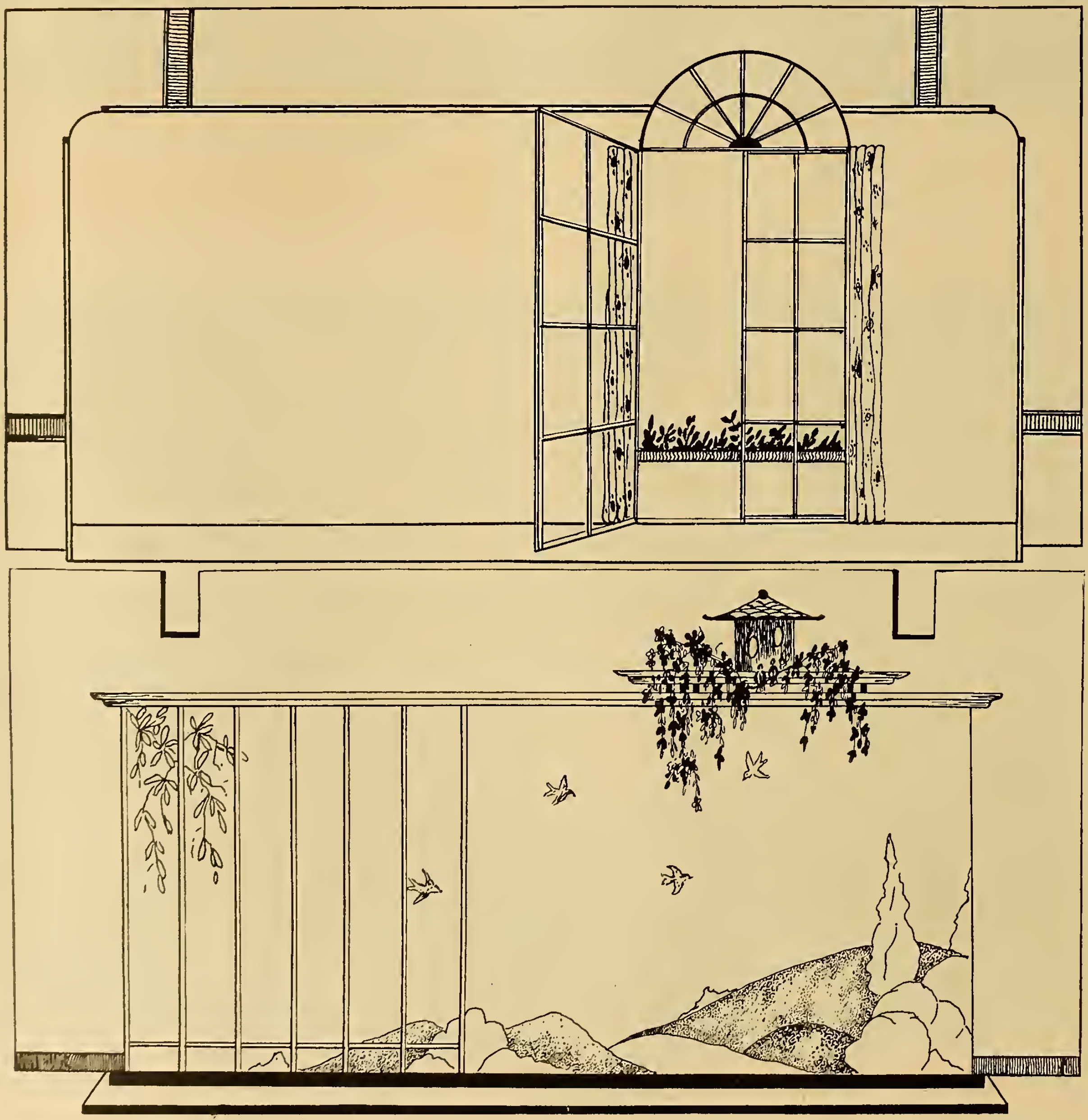
The Influence Of The Window Background Is Color—A Few Suggestions Regarding This Important Feature Of Display Work

R. L. Paxton

THE love of color is fundamental in man; even in his savage state man adopted color in his dress. Investigation of Babylonian ruins reveals that in the very infancy of civilization, color was arranged in pleasing combinations in decorations of the home, also public places of interest. The influence of a window back-ground is "color."

Illustration No. 1 shows a design suitable for displaying a number of lines of merchandise, usually carried in large department stores, such as house furnishings, pianos and musical instruments, ladies' wearing apparel, millinery, silks, and dress goods, and would be very attractive when furnished. There are two backgrounds, when properly constructed, that can be used together, or separately:

First, the large flat surface to the rear should be in sections and be painted in a solid, plain color of cream; the molding to the side and near the floor should be finished to represent old ivory. Second, the one in front can be finished like a large screen, with the large flat surface finished in nile green with an opening cut out, so as to place the windows as shown. The windows should be substantial and fastened on with hinges so they can be displayed open or closed and should be painted white with curtain hangings of green with a little old rose color in them.



The opening back of these windows should be made on a separate frame, and should be constructed so as to slide to one side, if it should become necessary to enter the window from a concealed door. This frame can be painted so as to harmonize with the screen, having a sky line effect; also paint the flowers and flower box on flat surface, so they will not interfere when it is pushed to one side. The floor should be covered with suitable rugs to match, or green carpet with a hard wood border could be used.

In the second illustration the large plain background to the rear is made up in sections that can be easily handled, and painted some plain color, or two-tone shade, that will harmonize with the Fall scene that is to be painted on the front screen.

The front screen can be made of two plain panels and placed together with moulding at top and uprights of blind stop strips to the left; these should be painted with tarnished green, or in two shades of brown, from dark to light at top, and should be finished rough.

The painted scene should be very prominent, and should extend something like the drawing from right to left. The bird house can be made of rustic lumber, to look as if weather beaten, and is to be partly concealed with Fall foliage. If you like, you may use several robin red-breasts, either cut out or painted on the screen, or any birds you may care to use.

The foliage to left of back-ground, just back of the light frame strips, can be artificial, or may be painted on the screen. The low platform and border should be painted in imitation stone; a light sand-stone colored tile floor could also be used very effectively.

* *

CO-OPERATION

IN SPEAKING of the good results obtained through co-operation of display manager and the manufacturer, W. H. Hinks, display manager for the G. W. Thomas Company, Minneapolis, says: "The manufacturer is very naturally anxious to help in making better displays of his own products and there are many occasions when the display man can use the manufacturer's help with much advantage and help to the store. I have used advertising matter supplied by the Northwestern Knitting Mills, and other manufacturing concerns, and have found it very profitable to the store, aside from being a help to me in displaying their products."

There is no doubt that should all display men co-operate with the manufacturer they would speak in the same manner that Mr. Hinks has spoken.

It is well known by display men that there are hundreds of big manufacturers spending thousands of dollars annually for material for the window. This material primarily, of course, is sent out to enhance the display of the products manufactured by the sender of this material, but it is also of material assistance to the display man in making a successful window display. There is no doubt of the fact that when this material is decorative as well as carrying the desired information regarding the product on display the sales will be infinitely greater. Not only would this effect result in big sales while the display was in the window but the department sales would continually increase on this product.

The use of the material supplied by manufacturers is becoming more and more popular with display men and there is no doubt that this use will become general in a very short time. The proper material would aid the display man more in placing his display and increase sales immeasurably.

Plate No. 4375. Display of Scarfs by Clement Kieffer, Jr., for C. A. Weed, Buffalo, New York.

This was a selling display and in one day sold sixty-five dozens of ties. The background was attractive in gray grass cloth while the floor was in block effect with nile green coloring. The fixtures used were of mahogany and a few canes were placed about the display. A basket of flowers rested on the top of the center stand. A large card in panel suspended from the ceiling.

* *

HERE'S TO YOU, MR. TOLL

W. G. TOLL, display manager for the Friedman-Spring Dry Goods Co. of Grand Rapids, has resigned his position and offered his services to Uncle Sam. Mr. Toll has been accepted and commissioned a Second Lieutenant and will report for duty August 10th.

Mr. Toll served with the British army in the Boer War in South Africa, and at the close received an honorable discharge, having served as Second Lieutenant. Mr. Toll has been called for duty in the English army but prefers to remain with the United States and will thus do his bit for Uncle Sam as one of the "Sammies." The display men all join in wishing Mr. Toll a welcome back to the profession after his duty with the army has been completed.

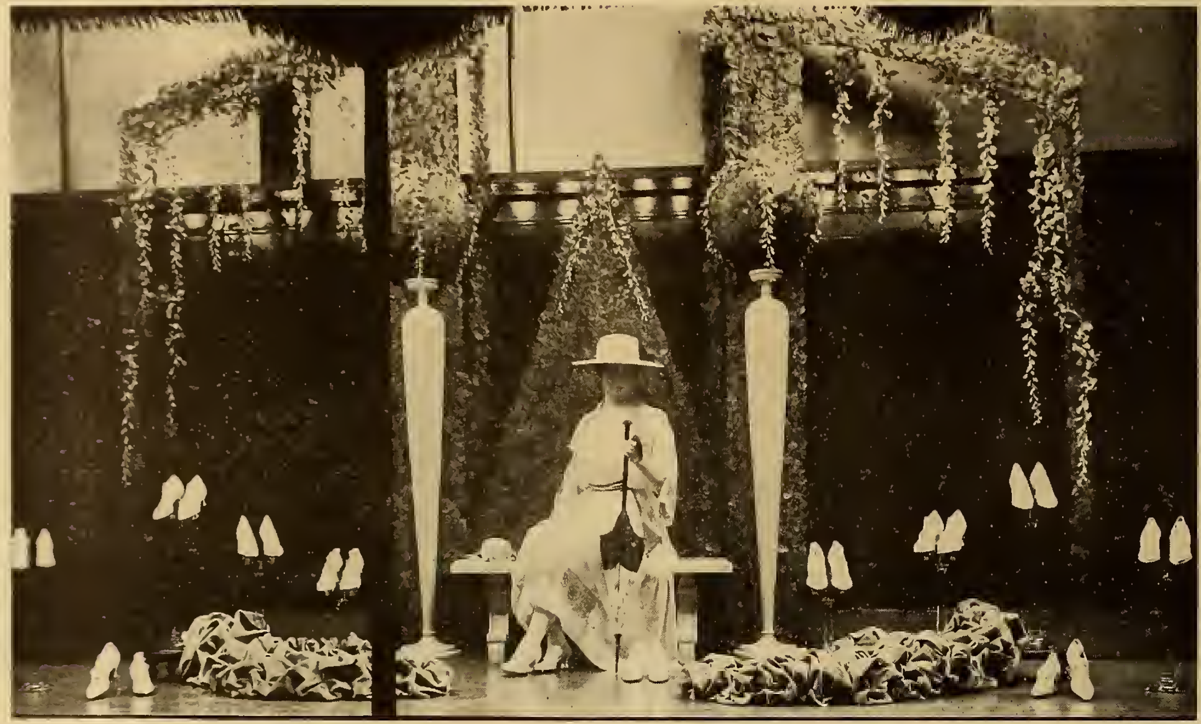
* *

A COMPLETE account of the I. A. D. M. convention will be found in the September number of Merchants Record and Show Window.

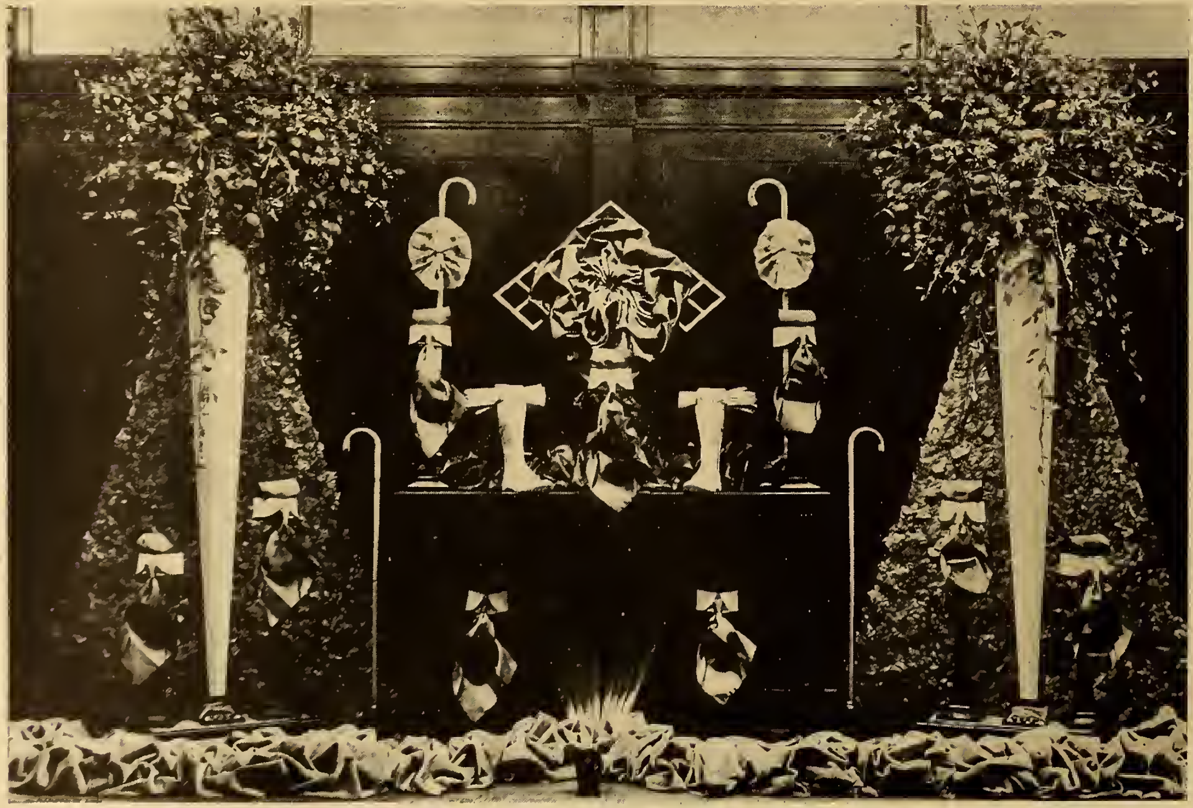
ARTISTIC DISPLAYS

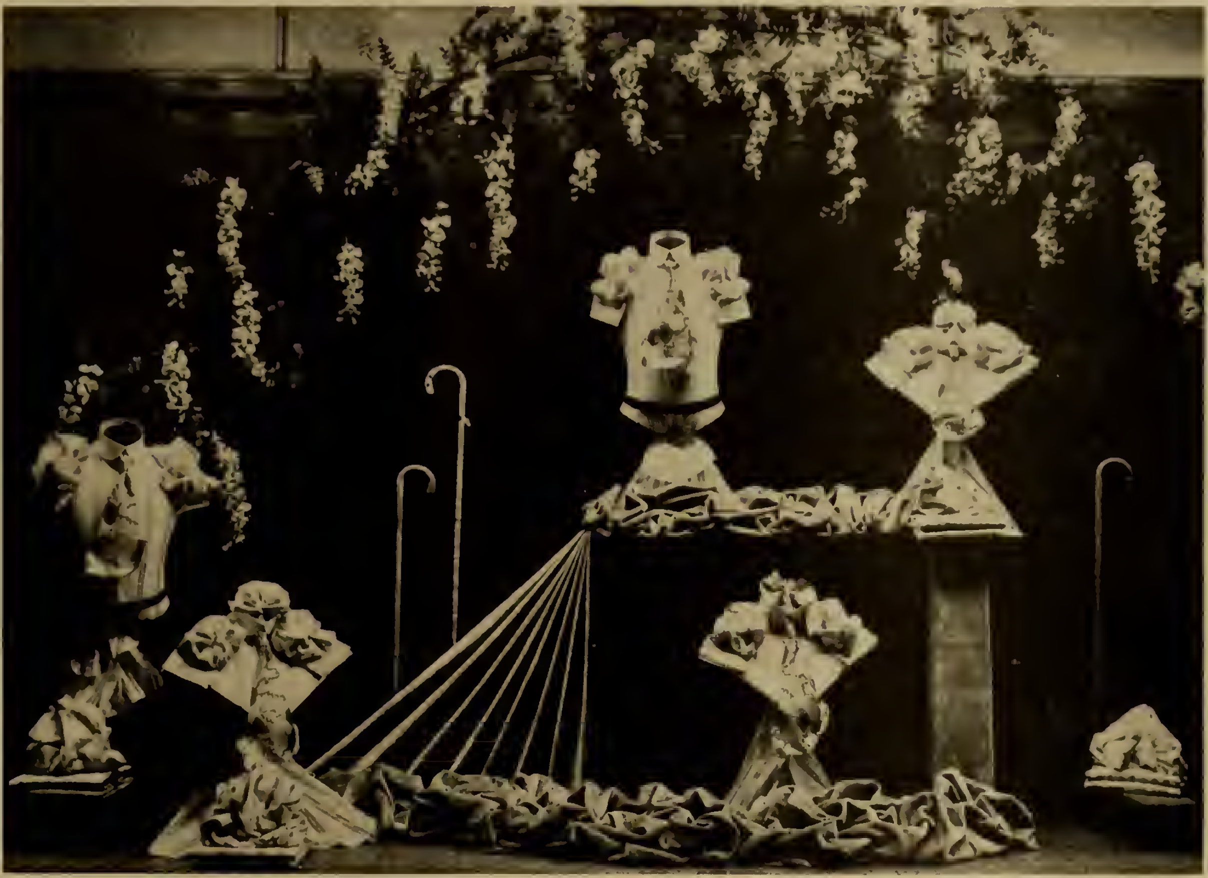
DISPLAYS placed by Carl W. Ahlroth, who has charge of the windows for the Union Clothing Company, Columbus, Ohio, have always been recognized as works of art and as being as close to perfection as one could find. Mr. Ahlroth has ever maintained a standard for his work and perhaps few men in the profession have succeeded in maintaining a regular standard such as has been maintained by him. To Mr. Ahlroth goes the distinction of having won more prizes for window display than any other man in the profession.

In this number we reproduce a few of the latest displays as placed by Mr. Ahlroth.

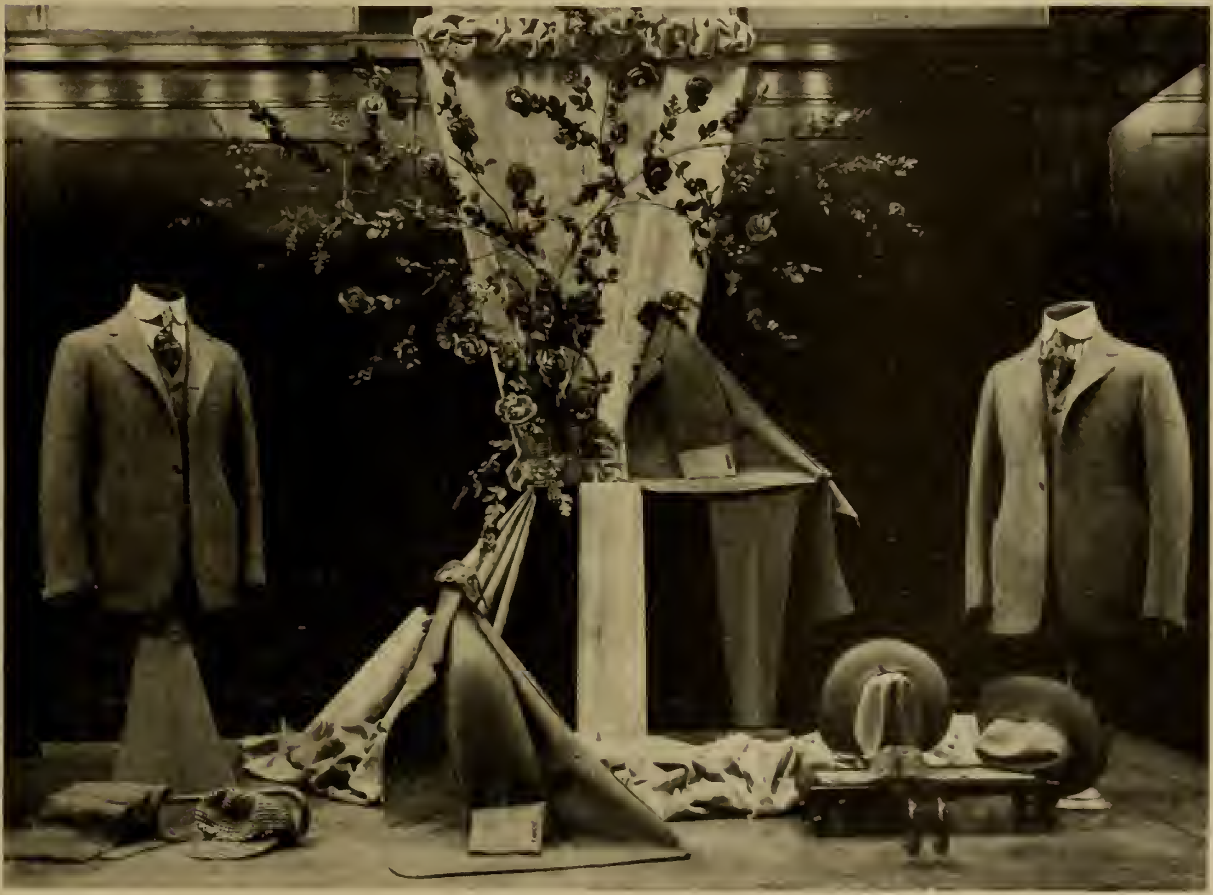


DISPLAYS BY CARL W. AHLROTH FOR UNION COMPANY, COLUMBUS, OHIO.





DISPLAYS BY CARL W. AHLROTH FOR THE UNION COMPANY, COLUMBUS, OHIO.



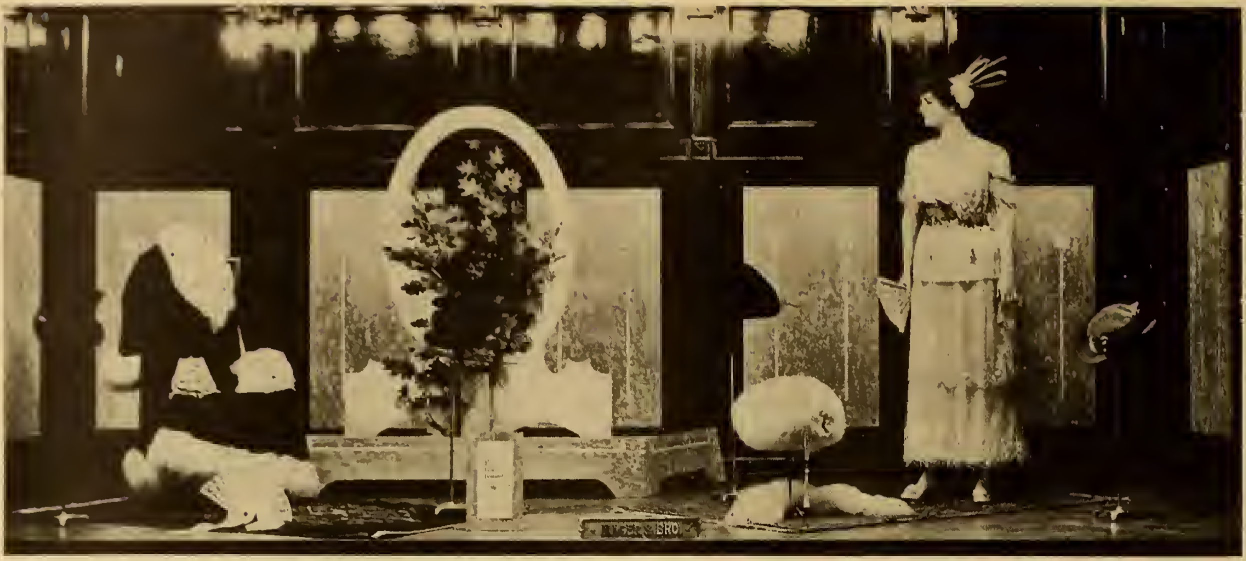
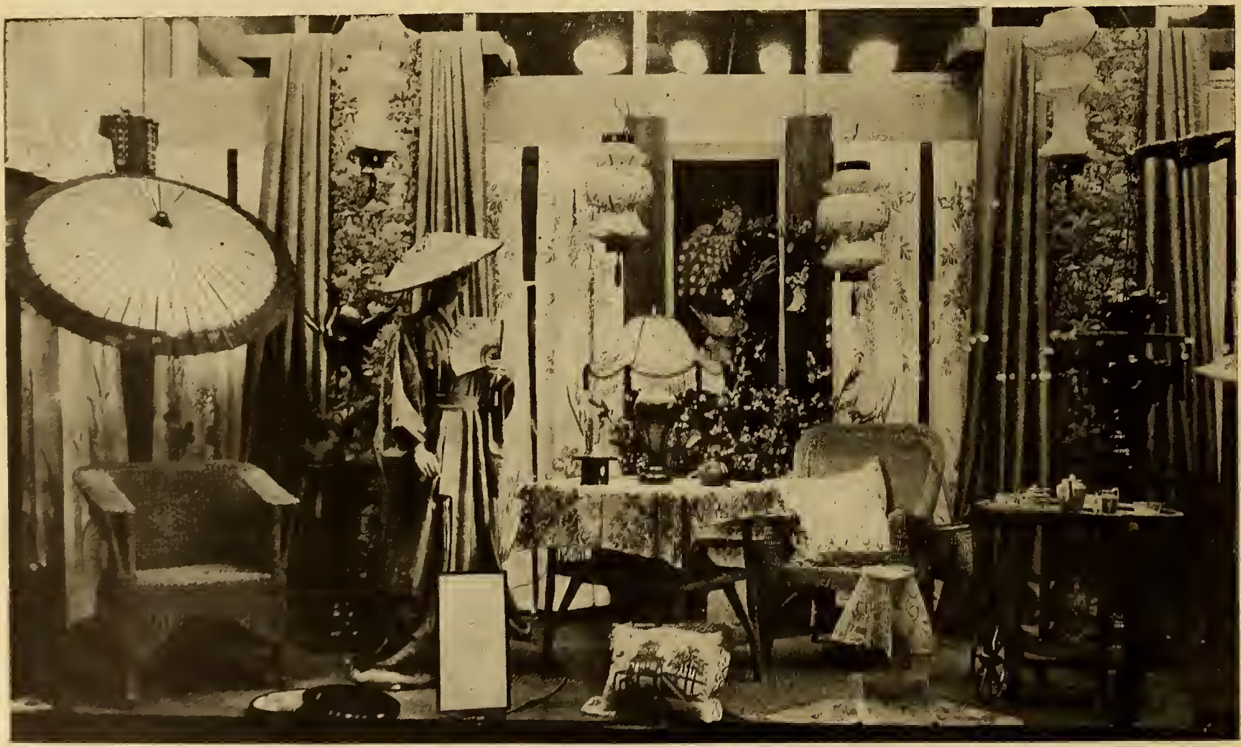


Plate No. 4376. Display by P. H. Deitrich for Hager & Bros., Lancaster, Pa.

This display was placed during the Fall Fashion Festival and showed a panelled background covered with sunburst wall paper of a light gray tone. This was relieved by a strip of coral felt. The platform in the center was covered with the same material while the oval was alabastined to a very light shade of gray. The foliage which was used in the center of oval was natural oak sprays and lent a decided touch of natural beauty. Two rugs appeared on the floor. The stands were in gray. One artistic card appeared in center foreground.

CHARLES HENTHORN recently placed a most attractive window for the Boreman's Drug Store, Parkersburg, W. Va., featuring soda water drinks and other delicious eatables to be found at that establishment.

Formed out of wax, and colored to represent ice cream sundaes, plain and brick ice cream, chocolate and fruit concoctions, a most tempting picture of the real thing was given, and so perfect was the representation that passersby hardly believed that it was a representation. The display was so artistic and the viands so delicious that trade in that store was sensibly increased.



JAPANESE WINDOW BY BEN. J. MILLWARD FOR MANNHEIMER BROS., ST. PAUL, MINN.

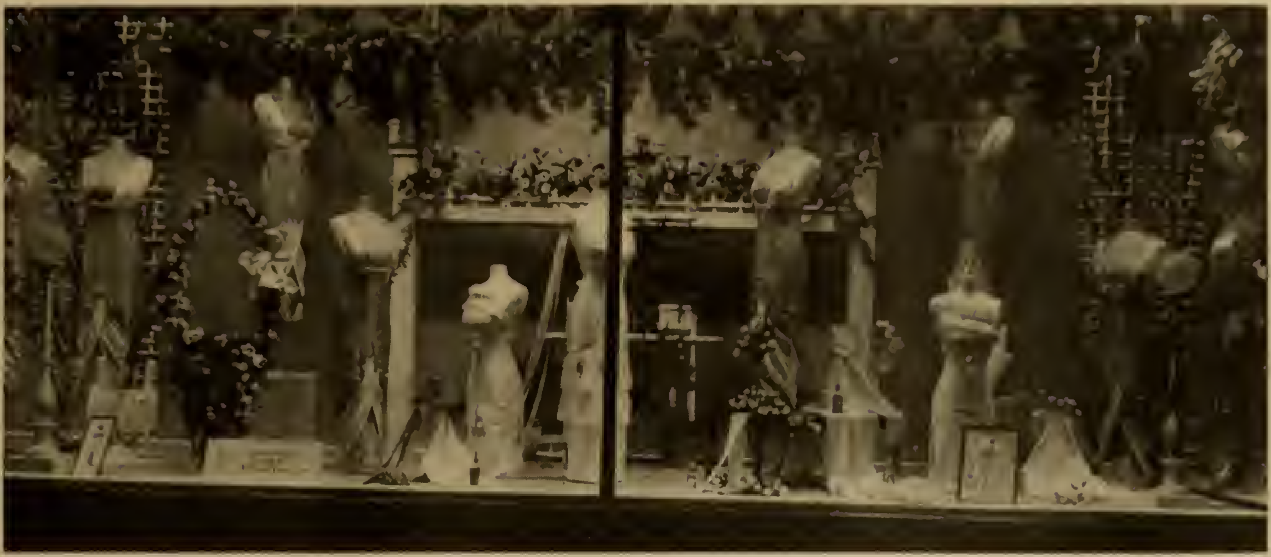


Plate No. 4377—Corset Display by O. Wallace Davis for M. Nathan & Brother, Johnstown, Pa.

This very attractive display of corsets had for its background blue felt with a border of rose leaves. At either side was lattice work in old ivory. A prominent feature of this window was the long flower box in the center, which was filled with pink asters. At the left in foreground was a large basket of pink roses. An ornamental lamp was used at each end and three artistic cards appeared. Ferns and flowers decorated the upper background.

ACCEPTS NEW POSITION

GRAND RAPIDS Display Men and their wives tendered A. J. Wagner a farewell party at his home, 735 Fountain street, N. E., Sunday evening. He leaves today for Marion, Ohio, where he will become display manager for Warner-Edwards company, the largest dry goods firm in that city.

The party was in the nature of a surprise. Refreshments were served and a fountain pen was presented Mr. Wagner as a memorial. For the past four years he has been employed as display manager for the Ira M. Smith company. During the twelve previous years he was associated with the Boston store, Grand Rapids.

* *

ARE you in the business of advertising your competitor? It is not an easy thing to avoid. When you refrain from talking about him; when you refrain from talking against him, it is safe to say that you will not advertise him.

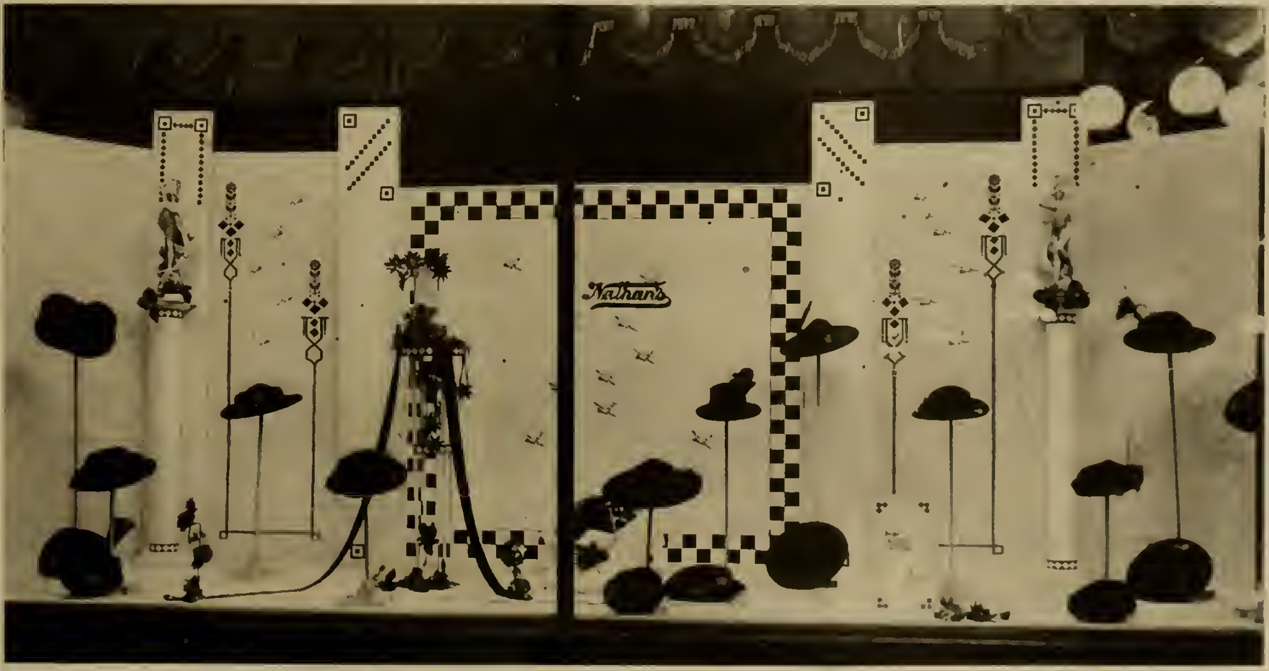


Plate No. 4378—Display of Women's Fall Millinery by O. Wallace Davis for Nathan's, Johnstown, Pa.

This display was made in a setting of red and white. The background was composed of five panels and four posts, covered with silk. On these panels were applied small red blocks cut from composition board while three panels were given a stencil of red birds. Three stands were made to fit the display and the two in the background were surmounted with statuary while the one in the left center held a vase of red flowers. All the hats appearing in this display were shown in different shades of red. This made a very striking display.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harman's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
"Merchant and Decorator"	Established 1905

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Official Organ of
The International Association of Display Men

⁂In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

⁂Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

⁂When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

⁂Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

August, 1917

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REGARDING PRICES

IN COMMON with hundreds of thousands of other Americans, I have been appealed to by different governmental agencies to do my share in conserving resources and man power to the end that the United States may wage a winning war. All these things I, and other citizens, am willing to do, provided the acts as suggested actually aid the government and not private individuals.

For instance, some time ago the policy was inaugurated of having housewives order bread but once a day, the assumption being that the bakers would save a vast amount of material wasted when they had to furnish bread at frequent intervals during the day. A great mass of people have co-operated loyally in this thing, and what is the net result? There is no reduction in the price of the loaf of bread, but rather a tendency to increase the price, and we have no indication that the government has in any way benefited. In other words, the assumption is that up to the present moment the reduction in the bread matter has resulted in personal benefit to the bakers and none whatever to the consumer or to the government.

We are now urged to carry our bundles home and are not told what the result of this action will be. The obvious result would be that the retail merchants would make a bigger percentage of profit on their goods than at present. We are told that by reducing the number of deliveries of the stores to one a day men can be released for government work, but as long as there are any deliveries the stores will have to keep men for that particular work.

In the early spring the people the country over were urged to plant vacant lots, and this was done. Today there are thousands of acres in each state cultivated in this way, and yet the prices on green goods in the grocery stores were never higher.

These three examples and many others that I could cite lead me to believe that it is not the ultimate consumer that the government should appeal to to show some patriotism, but the retail merchant. There has been altogether too much of a tendency on the part of certain of these to "cash in" on the patriotic feeling aroused by our entry into the war. If we are really going to get conservation, the retailer and the middleman must be gotten into line—the ultimate consumer can do little under the present conditions.

If we would have fewer plans advanced for saving and a greater proportion of those that are advanced carried through to a successful conclusion, we would be much farther on the road toward war efficiency than we are at the present moment.

WILLIAM MATHER LEWIS.

YOUR CREDIT SYSTEM

THE value of a good credit rating system is emphasized by an experience reported by the Crawford County, Kansas, Retailers' Association. A week or two ago, a person who had left an unpaid grocery account applied at another grocer for credit Upon getting his rating and learning about the unpaid account, the party was advised that he could not receive credit until he had paid his grocery bill. This party had other accounts running from sixty days to two years in age which he had not made arrangements about paying. This grocer co-operated with the other members who held these accounts, and also protected himself, by not giving credit, as the experience of the other members was unpaid accounts.

* *

ARE you, Mr. Merchant, allowing your display man enough money to make your windows look respectable? It is usually the case the complaints of merchants regarding keen competition in various ways come from the merchants who for some unknown reasons refuse to allow enough money for an attractive window display.

* *

SPEAKING at the convention of the Associated Advertising Clubs, St. Louis, June 7, Frank Stockdale, noted lecturer, said: "Business men often invest money in advertising without giving proper attention to displaying their goods on the counters and in the windows.

VACANT WINDOWS

IT IS not a pleasing sight to behold windows of vacant stores filled with bills and posters, yet this is to be found in most towns. Such windows make for nothing more than to give the town a black eye. This space should be used for display purposes when possible. An observer recently counted eight vacant stores on one of Chicago's big streets and in each case the window space was being used for display purposes by the merchant next door. This is usually the case in big cities, but the average town merchant fails to make use of this big advertising opportunity. Ususually this space is given gratis, as the owner is cognizant of the fact that dressed windows enhance the appearance of the place and in this, the prospective buyer is given a more favorable impression.

* *

THE manufacturing plants of Canton, Ohio, have again been extended an invitation to display their products in the big show windows of the Central Power Company. This is not the first invitation that the manufacturers have had from this company, as for several months past the light plant has donated one of its windows for this use. Each firm is allowed twelve days' window space.

CO-OPERATIVE buying has proved the only successful method of competing with mail order houses, Benjamin M. Vardaman, editor of the *Merchants' Trade Journal*, told members of the United Mercantile Stores Association, at the recent convention held in Chicago.

"CARRY YOUR OWN"

JUST how the consumer would benefit by the latest movement of many of the big retail merchants—the "carry your own parcels" movement, is difficult to fathom. To us, it seems that the retail merchants would be the big gainers, as they would then make a bigger percentage of profit than they do at the present time. A delivery service must be maintained by most stores, and the consumers should demand a fair deal in this matter.

Mrs. Newton D. Baker, wife of the secretary of war, offered a very fair solution when she remarked, "Very well, we will 'carry our own parcels,' but we will demand that the merchants give a discount, so that we shall not be paying them for work we do ourselves."

* *

TO PREVENT retail food dealers from using the war as an excuse for charging excessive prices the women's committee of the Boston Public Safety Committee has arranged to publish daily lists of prices of all foodstuffs sold in Boston. This publication will be made through the display of posters.

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1917 have been made as follows:

Walter E. Zemitzsch, St. Louis, Mo.
J. W. Turley, Hartford, Conn.
J. H. Addison, San Francisco.
Jack Cameron, Des Moines, Ia.
J. Harold Chadwick, Johnstown, Pa.
Al Hagen, St. Louis, Mo.
Bert A. Smyser, Tacoma, Washington

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

The Value of High Class Draping

—Article 7—

By

T. Guy Duey

AT THIS particular period of the year when there is generally a slight check in the selling end of the retail business, most display managers will be opening up their brain cells, experimenting and planning the settings and displays of the unusual nature for the coming season; for the purpose of speeding up the selling value of the many lines of merchandise handled in his establishment.

Every display man should use his ingenuity and knowledge with a more determined effort to stimulate a greater amount of public interest in his window and interior displays, also to make his decorations more pronounced so as to create a feeling of prosperity and plenty among the great throngs who have been attracted to the store. Naturally, this will keep the public tuned up to the buying mood and keep the business humming.

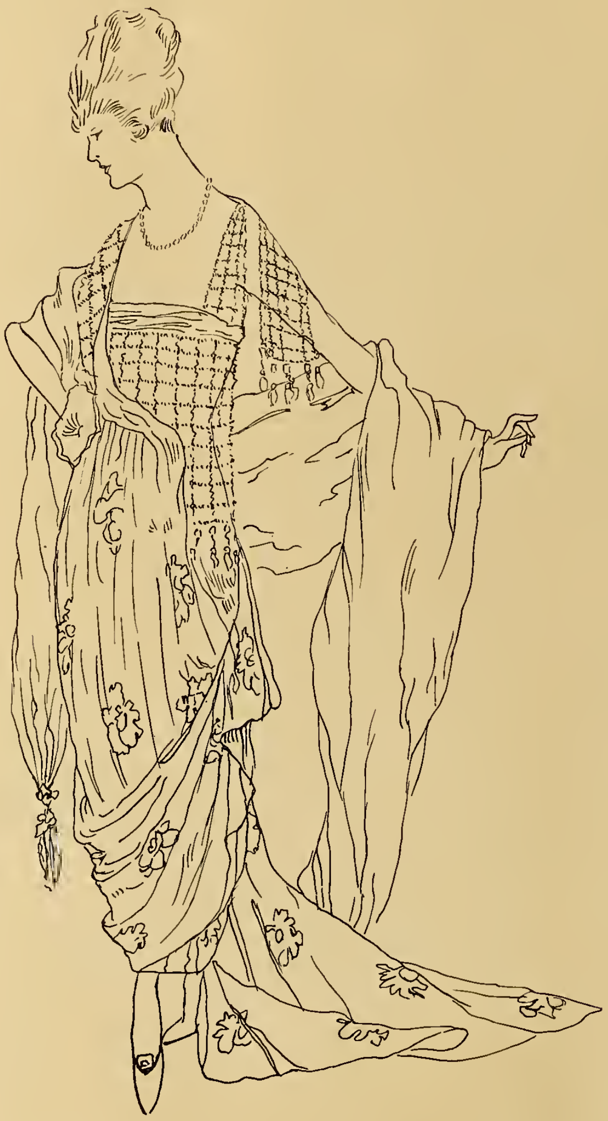
I am a great believer in the use of good decorative units for posts, ledgers and cases throughout the store, as well as for the window settings. Floral garlands, bouquets, baskets, vases and ferneries are very convenient and attractive as decorative units. However, the merchandise is the one thing that should be handled with the greatest of care. It should be handled in a proper manner according to its character, and should bring out its most novel and important features so as to add the greatest amount of true value to the merchandise. This, by the way, is impossible to do in any other branch of advertising but may be easily accomplished by proper display.

The illustration shown herewith pictures an unique and very fashionable gown of gold metal cloth with satin brocade of peacock blue and overbodice of network of crystal beads. The wrap or scarf effect is in harmonious shades of purple and green taffeta.

In making this drape a foundation bodice is first made of short lengths of gold metal cloth, close fitting; this should reach well down over the hips, then repeat this same method with the crystal beaded net, allowing either end to pass over the shoulders and drop well down on the arms.

Next, take a six-yard piece of satin brocade in peacock blue and commence with center of the fabric over right shoulder. One end is then brought down on an angle and across bodice, pinning in loosely at the waist, only covering a little more than half of front to the waistline. The remainder of the satin sweeps to the floor and the end forms train effect.

Proceeding with the other end of the material and starting at the right shoulder as before, the back of the garment is produced by drawing loosely down and pinning at waist on the left side. Now drape satin around the right side of the form and bring up across front and pin corner at the same point in back left hand side of waist, allowing goods to drape gracefully to about ankle length.



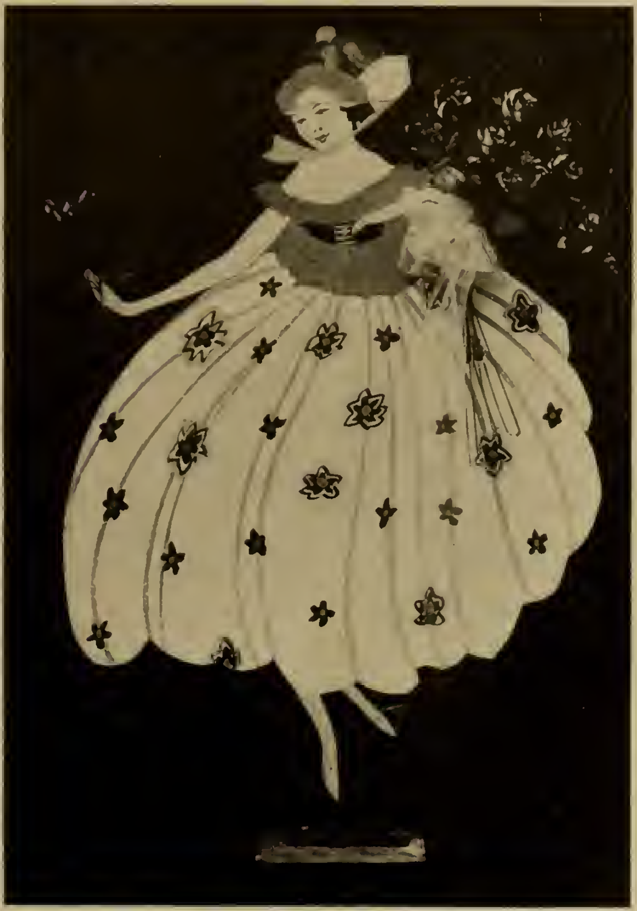
Now take a four and one-half yard piece of purple and green two-toned changeable taffeta. Gather at either end and finish off with beaded or metal tassel in suitable, harmonious tones. Drapes are then placed over the arms in a careful manner.

VOGUE ART CUT-OUTS

For Some Time Cut-Outs Have Been Popular With Display Men—This Latest Feature Has Many Uses

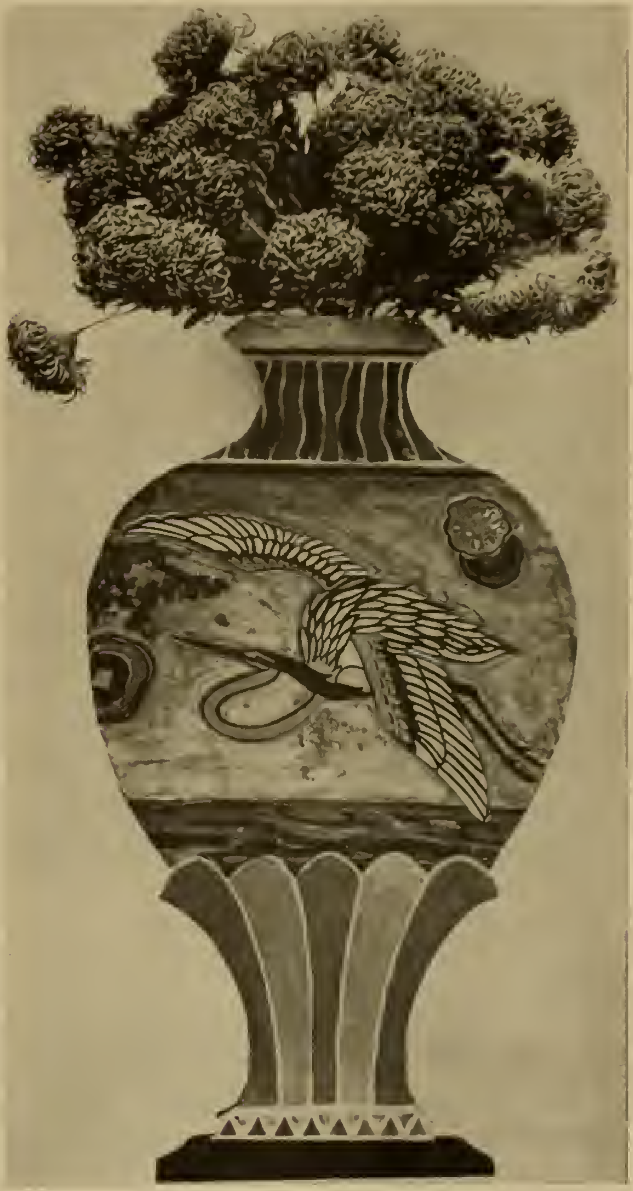
THE use of cut-outs in window display has for some time been gaining in favor among the men employed in the window display profession. While cut-outs in various forms have been used for some time it seems that the general and broader use developed over night. There is scarcely a display man in the country and who is employed by a fair sized store, who has not taken to the new use of cut-outs in their new form.

The latest idea in cut-outs is known as the Vogue Art Cut-Out, and as display men are always interested in any new feature or any new use of an old feature that will in any way assist them in working up better decorations and produce a somewhat different treatment in their show windows, it is to be assumed that the Vogue Art Cut-Out will come in for liberal use by display men.



These new cut-outs may be made from any of the composition boards now on the market.

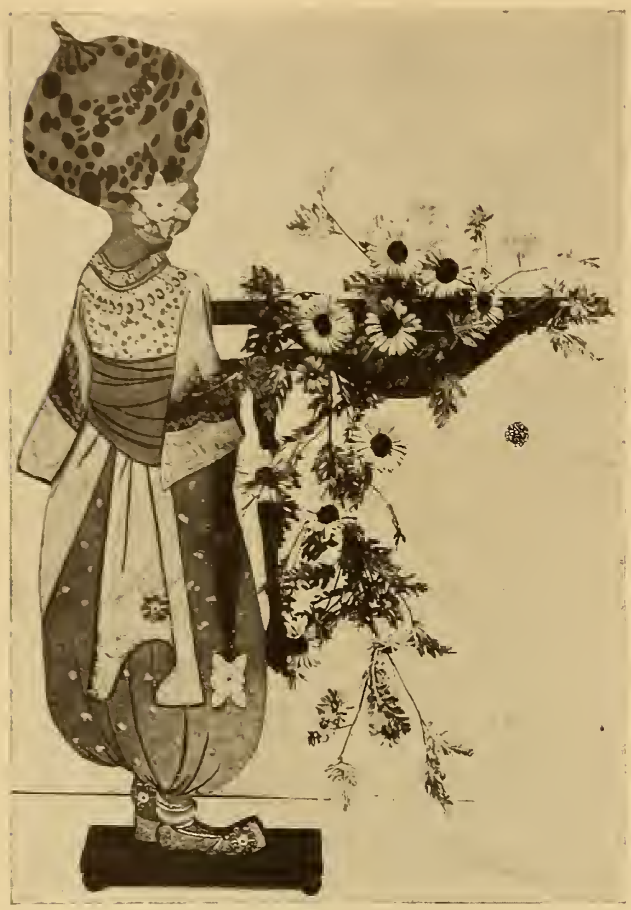
We reproduce here a few illustrations showing several ideas which will perhaps prove an added adjunct in the displayman's department. These new cut-outs are cut from composition board and reinforced at the back in order to give them stability. Reinforced, they will stand without the use of supports. They are then painted, and in those shown here the painting is along the New Modern Art style of decoration which is so popular at this time.



The first illustration shows a Vogue Art style of maid. In one arm is held a cluster of artificial roses while a single rose is held in the right hand. The skirt was in lavender tones with pale green and blue decoration. The face and arms were in a delicate flesh tint, while the hat was done in red, blue, yellow and green. This cut-out would apply well as a decorative feature in a display of millinery.

The second half-tone reproduction shows a large vase cut from composition board. This is painted in blue and gold tones. This would prove a pleasing feature to be used along the top of store ledges or in front of posts. A small box on the back of the vase holds the flowers. These vases may be made in any shape and tinted as may be desired.

The last reproduction is one of considerable interest and shows an East India serving boy. He is arranged in all the bright colors so popular in the orient. The pantaloons are yellow and the coat a royal blue. The ornaments are embossed and represent precious jewels. The boy is shown holding a large bowl or platter upon which is arranged yellow daisies. Any article such as stationery, perfumes, soaps, jewelry, silverware could be used to good advantage on this platter.



All of the cut-outs here shown are flat, painted on one side to give the effect of fullness.

KEEP THE FLAG FLOATING

BERT A. SMYSER, display manager for the Stone-Fisher Company, Tacoma, Washington, recently executed an elaborate but inexpensive illuminated store front. The floating flag was painted on transparent paper and pasted on the inside of the windows of the second, third, fourth and fifth floors. Several 60-watt lights were placed back of the flags. Behind the lights were reflectors or shades so as to concentrate all rays on the flags. Flashes were attached to each light. In connection with this bunting and American flags decorated the exterior.

A NEW PROBLEM

Thousands Of Men Have Been Called From The Retail Stores—Inexperienced Help Will In The Most Part Take Their Places—New Equipment Would Help Solve Problem

WHEN one considers the fact that thousands of men will soon be taken from the retail stores throughout the country, he cannot but realize that important changes are sure to take place. There are many important branches of the business of merchandizing that will be affected and one of the most important of all is the store equipment. What are the changes to be? That is the question, but one that has not at this time been solved. But, every indication points to the fact that changes in store equipment which will enable the handling of more trade with less salespeople will be necessary.

Changes in store methods, and improvements on store equipment have been taking place since the first store was opened. In fact, so rapid has been the advance in merchandizing efficiency that one begins to wonder what will come next. Surely, men and women, girls and boys are an absolute necessity to every big store, and it would be a foolhardy statement to say that mechanical labor would at any day supplant these necessary forces. However, is it not probable that further improvements along the mechanical side, in the form of appliances for a quicker handling of cash, better and quicker package conveyors, et cetera, will be made?

There are a few merchants who admit the fact, that the stores will lose many efficient clerks, but they argue that the big depression in business due to the war will make the loss of these men unfelt. A narrow view-point, and one that fails to show good, sound business ability on the part of those who hold it. In the first place, the men taken from behind the counters by the exigencies of war are, in most part, men experienced in the various departments of the store. To be sure their places will be taken by help of an inexperienced nature.

Then is it not reasonable to assume that business, instead of decreasing, will increase during the period of war? It may be that a slight decrease will manifest itself for a few weeks or months, but the experience of England and Canada proves that while the business of these countries dropped at the beginning of the war, it is now better than it was during the time of peace. This early depression, should we have one, would undoubtedly be followed by a tremendous volume of business. The fact that added millions of dollars will be spent in the United States, is a strong indication that business will be good.

Granting, or rather, assuming the probability of increased sales volume, under the conditions we must also presume a diminution in the number of capable, trained salesmen. This would mean the caring for a greatly increased business volume with a less capable store force. Such a condition would be undesirable even in war times and it seems that either the merchant will have to greatly increase his store force so as to at least maintain the composite efficiency of the force as it was previous to the call, or rely on the probable introduction of mechanical equipment.

In practically every line of industry there have been times when an increase of demands combined with a decided decrease in the labor supply or man power brought about, as a means of restoring normal conditions, new machinery, new mechanical devices. It seems that the remedy of past difficulties will apply in this new situation.

It is a known and proven fact that longer working hours for employees, which would naturally mean a decrease in their efficiency, cannot be considered in the solution of this problem that in all probability will be upon us soon. The working hours have been regulated after the most thorough examination, and most merchants feel that under the present regulation of the working day, man's best efficiency is obtained. Therefore, it is only natural and businesslike to look to the mechanical side for a solution.

Female help will displace the male help to a great extent, but that change will offer no material assistance in solving the big question of store efficiency. In many cases the saleslady will be unable to do for the store what the salesman did; in some cases she will do more, but in general will not prove as efficient as the clerk who has been called to the colors.

The solution, without doubt, will be from the mechanical side; mechanical improvements that will make the handling of goods easier and quicker; something that will conserve labor.

* *

THE NEW WINDOW BOARD

Big Problem Of Display Men Solved By C. J. Nowak—A Window Board Such As Has Been Desired By All Display Men Has Been Perfected By This Versatile Artist

POSSIBLY no other man in the display profession has brought out so many ideas in draping forms, draping services, show card articles and show card books, as well as services for manufacturers in all lines of merchandise as has C. J. Nowak. To add to his long list of practical ideas and editorials of educational value that have been used generally by the window decorating profession, comes as a crowning triumph, a solution for every display man and merchant, a new material for the construction of window backgrounds, both permanent and temporary. One of the greatest problems that the display man has to contend with is the ever changing temporary background for openings and special holiday events.

Not only is the solution solved in case of building, adaptability to fixtures, such as pedestals, plateaus, flower boxes, post trims and cut outs of an animated character, but the cost has been cut down to less than one-half that of older methods. Some of the largest stores in this country have an inventory of thousands of dollars in cast-off backgrounds that cannot be even sold second hand because there are no windows other than the windows they were built for, and with this idea in mind as well as time, money and adaptability, effectiveness and practical universal service, gave incentive to the development of this new idea.

C. J. NOWAK.

The background material is so skillfully designed that it can be used without the expense of extra framework, which is one of the greatest expenses of this class of work, therefore the designs can be used on both sides. One side can be finished light and the other dark, giving almost an instant change. The narrowest panels and pilasters can be used for ledge and post trims in the store. To find a material that would take water color—oil paint, paper or sand—grit or air brushing or hand art work, has been a triumph of its own, and in addition the material does not warp, buckle, sag or become unshapely.

The average person little realizes the many hours and days of experiments necessary to bring about all these factors, and each one has been sought in combination for years by manufacturers and display men. To combine high art and low cost has been a problem that many have sought without success, and it was for Mr. Nowak to solve this national problem, and to him is justly due the success and honor which he so rightfully deserves.

WORKING TOGETHER

The Advertising Man And The Window Display Man Represent Two Greatest Advertising Mediums—Co-operation Brings Greater Results

W. H. Hinks

CO-OPERATION is a very simple word and has a very simple meaning which everybody understands, but which few practice.

It means this: just working together; it means pulling the same way at the same time; getting the united efforts of two or more people.

The advertising man and the window man represent the two greatest advertising mediums known to the present commercial world, and I want to say right now that by greater co-operation with each other much greater results can be obtained by both. Their object is identically the same and that object is to bring people into the store and to sell them merchandise at a profit.

The advertising man reaches the public by going right to the homes; he goes right to the customer, but the window man can only reach those who pass by his windows, and it is here that I am convinced the advertising man can be of great assistance in writing up their windows more in their advertising.

We are putting on a show. We are giving the public something for nothing, and people will come for miles to get something for nothing, and we are really giving them something worth looking at. Any other show of this sort and kind will be well advertised in the newspapers, for if they were not they would get but little patronage. Now the shows which we offer to the public free of charge are in the majority of cases works of art, and go a long way toward making the business streets of our city beautiful.

Let us take another phase of co-operation which will enable us to get the biggest results from both window and newspaper advertising. The advertising man has been called the advance agent of the store. I want to say that the ad man and the window men are the advance agents of the store, because a part of the public see the newspaper before coming to the store, and also thousands of people see the windows before they read the ad in the papers.

It is absolutely necessary that there should be complete harmony between these two important advertising mediums. Now then, how to get that harmony and co-operation:—simply by having the executive committee, when planning their campaigns either for the week, month or season, to call both window man and ad man into conference, for unless they are together at these meetings, it will be impossible for them to co-operate to their fullest extent. Let them meet each week with those in complete authority; let both bring their requisitions for the coming week and see if it is more possible for the windows to support the newspaper ads without sacrificing valued window space which is needed by other departments for displaying seasonable merchandise.

In my own personal experience I have never had any trouble with the ad man. My trouble has been more with the department buyers. Some buyers that I know never advertise anything without crying for a window. They seem to lack confidence in the ability of the newspaper unless there is a window to support it. I maintain that in many instances it is not possible to do this; neither is it good policy for the house.

The window display must represent the character of the store and must sell goods at a profit. The windows should be the great profit getters of the store. Your windows should feature the very newest and latest arrivals in merchandise; your windows should tell the public that youi store is the place where they can always get the very latest and the very best at the right prices, and thereby build up a great reputation for your store.

In conclusion I must say that both the ad man and the window man depend to a great extent upon the merchandise back of them, and upon the co-operation of all the buyers and salespeople and the service in general to make their efforts the big success which their firm expects them to be.

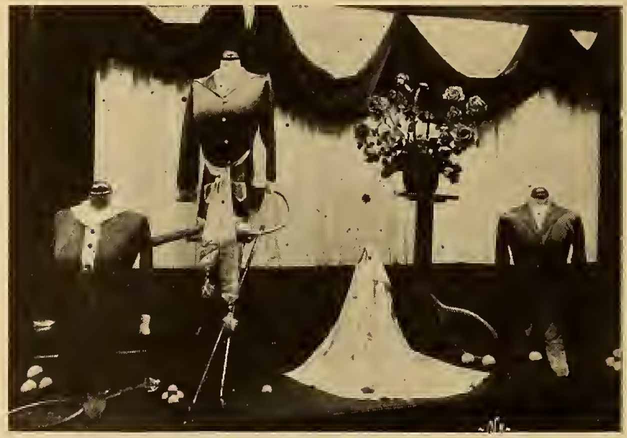


Plate No. 4379—Display of Silk Sweaters by O. C. Klein for Schoedinger-Marr, Columbus, Ohio.

In conjunction with the showing of silk sweaters, tennis racquets, tennis balls, golf clubs and balls were used. A basket filled with red roses rested on a pedestal in the center. The background was of white material, box pleated, with red velvet serving as a frame. The floor was covered with green felt. The sweaters displayed were green and white. This was an attractive display and sold many sweaters.

* *

ED. O'MALLEY, display manager for the Chicago Store, Kankakee, Illinois, has been awarded first prize, $100, for having placed the best display of aerolux shades. The contest was open to all display men and Mr. O'Malley is to be congratulated on his good work.

The Greatest Window Display School in the World

Makes Good In Important Position

—Because he had the advantage of

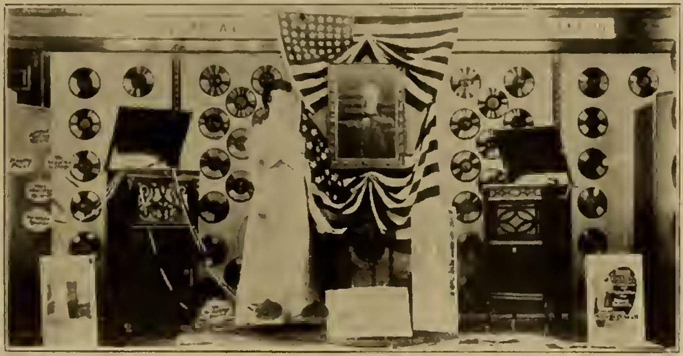
Koester School Training

Lauerman Bros. Co. store at Marinette, Wis. The largest store in the country for a town of its size and the largest store in Wisconsin outside of Milwaukee.

Mr. Otto F. Spangler has the distinction of doing the window display work for the largest store in the country for a town of its size. He has twenty-two show windows to trim and also does the show card work. The store does a business of over two million a year.

Koester men are capable of holding the best positions.

OTTO F. SPANGLER



2nd Prize, Edison Window Display

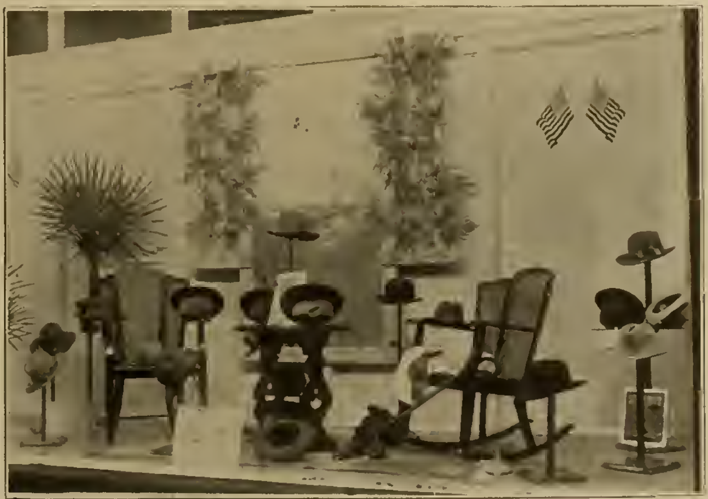
His Letter:

The Koester School,
Chicago, Ill.

I conscientiously recommend The Koester School as the best start I know of for the young man who intends to become a display man or start in the store game. The short time that I spent at your school has been a good investment for me. Your instructions are easily understood and up to the minute in new ideas. Some time ago I advised a young man to take your course and he is making good in the state of Montana.

I sincerely wish your school continued success.

Very truly yours,
Otto F. Spangler



A Clean Cut Men's Display by Mr. Spangler

We enable ambitious men to better their positions and salaries by giving them special training in Window Display, Card Writing, Advertising and Salesmanship. The specially trained man is always sure of permanent employment, promotion and increased earnings.

The consolidation of the Economist Training School of New York with The Koester School, now offers the most complete instruction possible in Window Display, Card Writing, Advertising and Salesmanship that is procurable.

The Koester School is the only school teaching all branches of Retail Publicity—the only school having a complete faculty of teachers and with actual teaching experience (some have taught in the Koester School for over eight years.)

The oldest, largest and most complete school in the world.

Show Card Supplies

Over ten years' experience in teaching Card Writing means that we can help you in choosing the materials best suited for your show card work. We will be glad to make suggestions to you.

We also publish the most complete card writing catalog and it is yours for the asking.

Every indication points to a big demand and high wages for display men—there is a great scarcity of men that can trim windows, write advertisements and make show cards.

THIS IS YOUR OPPORTUNITY TO FORGE AHEAD.

Write for literature at once

THE KOESTER SCHOOL

**Instruction Department of the Dry Goods Reporter, Chicago; Dry Goods Economist, New York
Dry Goods Man, St. Louis; and the Pacific Coast Merchant of San Francisco, Cal.**

215 South Market Street **CHICAGO**

ASKED AND ANSWERED

Vignetted Backgrounds on Cards

Merchants Record and Show Window, Chicago, Ill.

Gentlemen:—I have been making my own showcards for about four months and with the aid of your valuable articles on showcard making I am doing very well. Will you make known through the "Asked and Answered Department," how to make vignetted backgrounds on showcards. Expecting to see the answer in August issue and thanking you, I am

Respectfully, Howard R., Windsor Locks, Conn.

Answer—You will find little difficulty in doing this work. Take your sheet of card—white preferably—lay it flat on table, and where the center of the background is to be, place a small amount of "dry color"—red, blue, green, or yellow. Next, take a small bit of cotton covered with chamois skin, and rub the color into the card. Work with a circular motion and away from the center. Go through this process until the card is shaded to suit. Be sure to rub smoothly—not fast. If you have used any of the above mentioned colors the lettering would be best made in black.

* *

Patriotic Display

Merchants Record and Show Window, Chicago, Ill.

To the Editor:—Since the declaration of war the display men throughout the country have extended great efforts to aid the government in the big recruiting campaigns and in this they have succeeded wonderfully. Many of the displays have been reproduced in the Merchants Record and Show Window. Knowing that this paper offers monthly prizes I am writing to you to ascertain whether or not special prizes are given for patriotic displays.

Also, what issue of the Record will contain full report of the I. A. D. M. convention? Yours truly,

H. X. B., Quincy, Mass.

Answer—We do not offer special prizes for patriotic displays but such photographs are eligible in the monthly contests.

The detailed report of the Convention of the I. A. D. M. will be found in the September number of Merchants Record and Show Window, to be mailed on September 4th.

* *

Free Excursions

Merchants Record and Show Window,

Asked and Answered Department:

I have a new store about to be opened and desire to conduct a contest or offer an excursion feature of some kind, and am writing for a few suggestions along this line. My store is located in a city twenty miles from the Atlantic summer resorts and I have heard of other stores offering free excursions, and thought that I could conduct the same feature. I would appreciate a few pointers as to how an excursion should be conducted. Thanking you, I am,

Retail Merchant, Pawtucket, R. I.

Answer—A short time ago, a store in your neighboring city, Woonsocket, R. I., offered the excursion feature and the following advertisement appeared in the city's papers:

"On Wednesday, July 1st, we will open a new store at the old Music Hall Building, 36-38 Main Street, Woonsocket. We have made extensive preparations for this opening as our several floors of a complete line of furniture, carpets and ranges will show.

"In order to induce every man, women, and child in this city and vicinity to visit our store at once, we make the following remarkable offer: With every new account opened with us on the opening day and for thirty days, in addition to other liberal gifts, we will give two round-trip excursion tickets, good for any week-day during the season, for a trip down the Providence river from Woonsocket to Rocky Point and return, including free railroad fare both ways, free shore dinner, free sail down and free sail back.

"We have fitted up specially furnished rooms, just as they would look in your home. Come and see them. We will be pleased to show them to you whether you wish to buy or not. It will give you an idea how well we can furnish your own rooms on our nothing-down-a-little-a-week-plan. We give three months' ice with every refrigerator; dining table with every range; a $60 parlor suit with every piano; free toilet set with every chamber outfit."

* *

Painting Castings

Editor—Merchants Record and Show Window:

I find much valuable information in the Merchants Record and Show Window and for the past several months have been particularly interested in the Asked and Answered department. I am writing at this time for information regarding the painting and gilding of plaster casts. Would you try to make room for the question and its answer in the August Record? Thanking you for this and past favors.

P. C. D., Red Wing, Minn.

* *

Answer—It is often found desirable to paint or gild plaster casts. To do this properly, the cast should be allowed to dry thoroughly; it should then be given a coat of shellac; after which the paint or varnish may be put on. If the piece is to be gilded, apply white spar varnish just before it has become dry, then sprinkle the gold powder very lightly with a camel's hair brush or a piece of velvet, in order to get the smooth and burnished appearance. If plaster-of-paris is to be calcimined it is not necessary to shellac.

* *

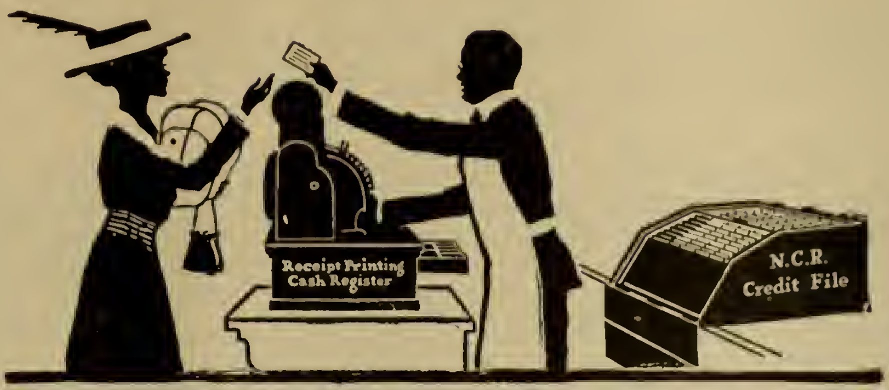
Merchants Record and Show Window,

To the Editor:

Will you kindly inform me through the "Asked and Answered" department of Merchants Record and Show Window how I can prepare a good japan black to be used on metal surfaces?

Reader.

Answer—The following is a good Japan black for metal surfaces: Take twelve ounces of amber and 2 ounces of asphaltum. Fuse and heat, and add ½ pint of boiled oil and 2 ounces of rosin. When cooling add 16 ounces of oil of turpentine.


Receipt Printing Cash Register
N.C.R. Credit File

Up-to-date System for Retail Stores

Electrically Operated National Cash Register

Greatest labor-saving machine for retail merchants.

It does 15 things in three seconds.

It does quickly what clerks can't do.

Tells which clerk sells the most goods.

Advertises your goods direct to your customers.

The New N. C. R. Credit File

Cuts out all bookkeeping of customers' accounts.

No customers' ledger, blotter or day-book.

Every customer's account balanced to the minute.

Complete record with one writing.

Saves time and work for clerks.

Customers like it; it saves their time.

War or no war, prosperity is increasing. Hence don't delay.
Order now and get the profits which our system will make for you.
It more than pays for itself out of the money it saves. Sold on small monthly payments.
Old cash registers repaired, bought, sold, rebuilt and taken in exchange for new registers.

DRUGS
DEPARTMENT STORE
GROCERY & PAINTS
BANK
BOOTS & SHOES
FURNITURE
CLOTHING
GROCERY
MARKET
DRY GOODS & NOTIONS
DRUGS
DEPARTMENT STORE

Adapted to retail stores of all kinds, from the smallest to the largest

To Dept. 174,
National Cash Register Co., Dayton, O.

Please send me full particulars of your latest model cash register and the new N. C. R. credit file.

Get the benefit of these prosperous times.

Name____________________

Business____________________

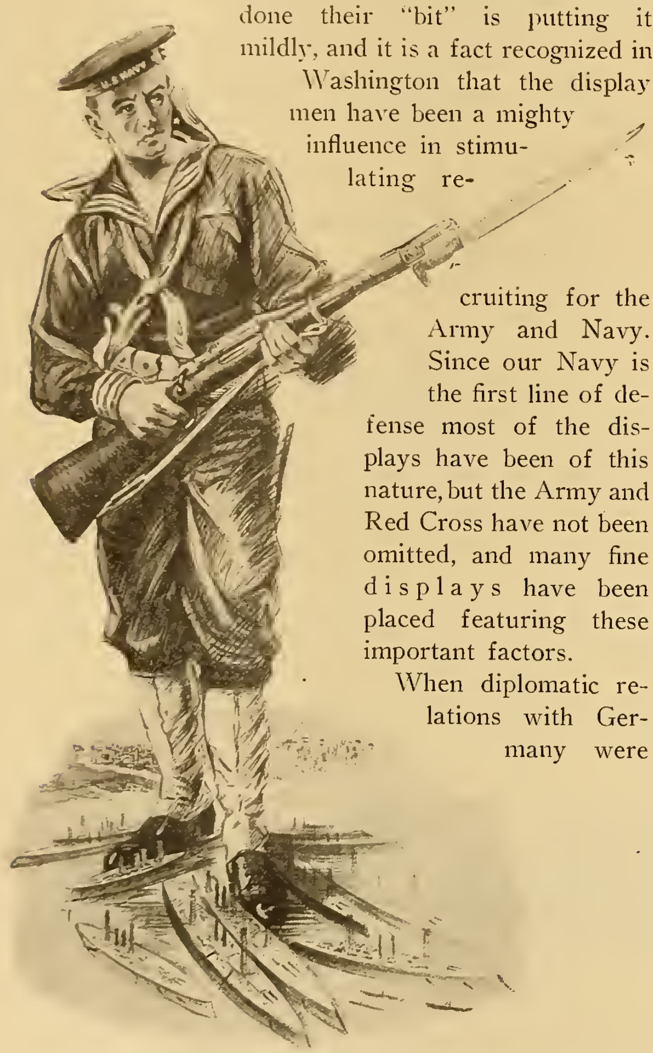
Address____________________

Cut out this coupon and mail it today

PATRIOTIC WORK BY DISPLAY MEN

The Windows of the Retail Stores Have Been Beautiful Testimonials of the Work Being Done By Display Men In Doing Their "Bit" Toward Bringing the Army and Navy to Its Full Fighting Strength—Red Cross Displays Also Bringing Results

THE response of the display men throughout the country to the call for recruits is indeed worthy of the highest emulation and there is scarcely a display man in the country who has not placed at least one display of the patriotic nature. To say that the men of the display profession have done their "bit" is putting it mildly, and it is a fact recognized in Washington that the display men have been a mighty influence in stimulating recruiting for the Army and Navy. Since our Navy is the first line of defense most of the displays have been of this nature, but the Army and Red Cross have not been omitted, and many fine displays have been placed featuring these important factors.



When diplomatic relations with Germany were broken in early February, this journal offered the use of its editorial columns to encourage recruiting, and called upon every man employed in the window display profession to place patriotic displays that would have some influence in building our Navy to its full fighting strength. It further set the pace for all other trade papers by instituting a department of patriotic displays, and now one of the features of MERCHANTS RECORD AND SHOW WINDOW is the section devoted each month to the patriotic display in the store window.

The display men did much toward making the Liberty Loan the great success that it was, and during the past several months have been doing much toward swelling the funds of the Red Cross Society.

In this issue we reproduce more displays of the patriotic nature which have been placed during the past four weeks. Otto Orlowske, display manager for the Bell Dry Goods Company, Leavenworth, Kansas, received many congratulations on his clever display. The background was of blue bunting stretched tightly across the back of window. On this bunting were pasted gilted stars cut from cardboard. In the center, standing on a raised platform was a wax figure dressed as Liberty. In her right hand she held a sword the point of which rested on a book, the book representing International Law. On the top of the chair of Justice was mounted a real American Eagle. On one side of the platform was a cut-out figure of a soldier, while a sailor stood at the other side. These cut-out figures were life size.

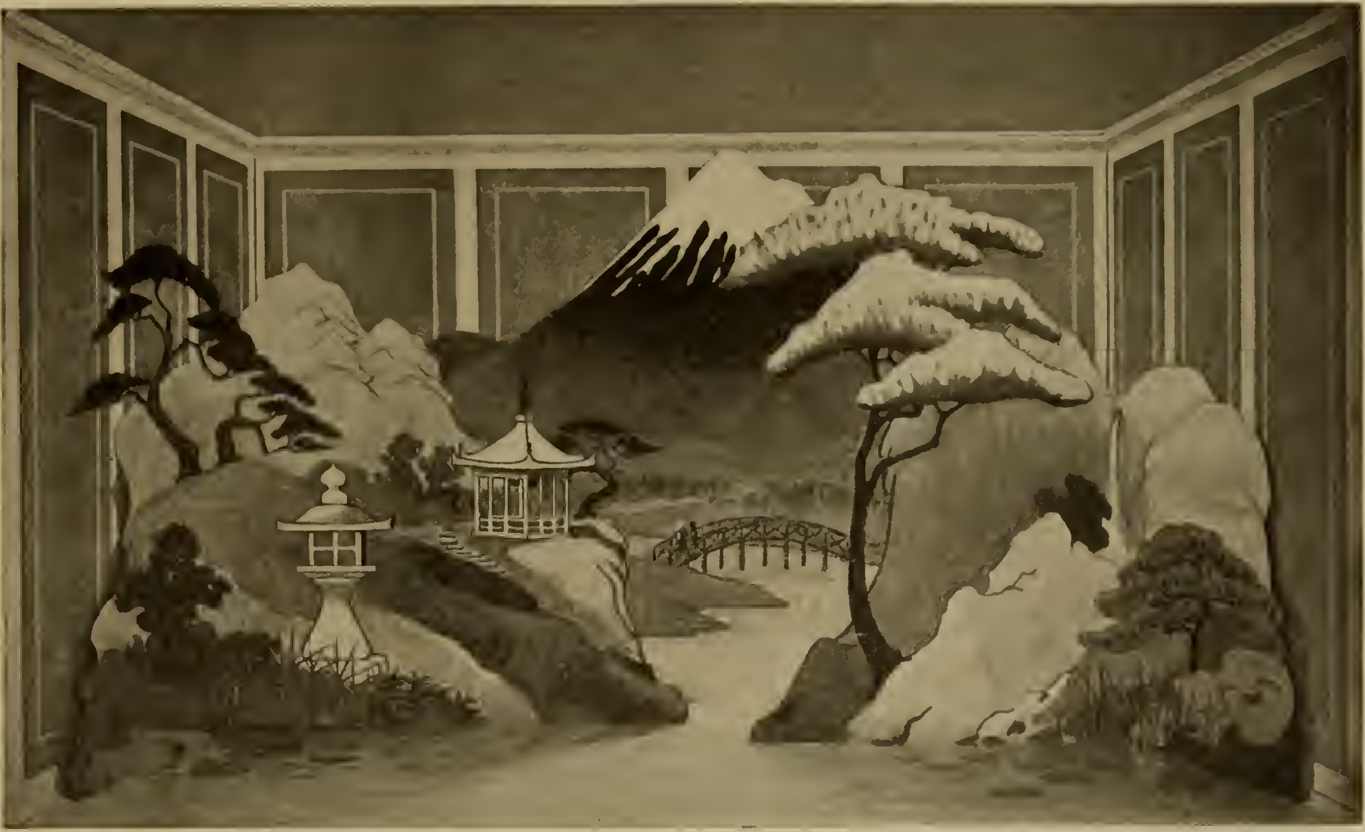
The artistic ability of J. Walter Johnson, display manager for the Powers Furniture Company, Portland, Oregon, is well known by display men and it was to be expected that he would place a patriotic display quite out of the ordinary. A big, front window was given over to a marine display and besides being a great aid to recruiting, the display proved a big ad for the store. The background proper was in flat white, while around the top was a wallpaper border in the national colors. Just behind the figure, Columbia, a large, blue and white recruiting flag was hung. The soldier, sailor and Columbia were cut from composition board and painted in water colors. The furniture shown was ivory reed, upholstered in a rich rose colored cretonne. The rug was light blue with a dark blue, striped border. The reed flower vase was filled with Portland roses.

A recruiting window, simple in arrangement, but one which attracted thousands, was recently placed by F. C. Kroken, display manager for P. I. Hale, Stoughton, Wisconsin. Relics of many battlefields were placed on the floor of the window and proved of great interest. Several signs were used, and pictures of Washington, Lincoln and President Wilson were nicely placed. A great American flag, 15x30 feet served as the background. At the time of this display, the opposite window in this store was given over to a Red Cross display.

Another well-known display man showed his versalitity recently by decorating a patriotic float, and

BEAVER BOARD

FOR PERMANENT OR TEMPORARY BACKGROUNDS, CUTOUTS AND DISPLAYS



You can't expect Beaver Board results unless this trademark is on the back of the board you buy.

"At the St. Louis Convention"

Of course you're coming to the St. Louis Convention. Then you'll visit this Beaver Board booth. It's Booth No. 48, right in the reception room as you come in.

You'll find here a most cordial welcome from the Beaverites, and a booth brim full of valuable suggestions—the practical kind you'll have use for in your every-day work.

Beaver Board is the good, *substantial* wall board that lends itself so beautifully to both permanent and temporary displays.

For permanent backgrounds there is nothing better. Its sturdiness, combined with greatest decorative possibilities, has given it universal use for such purposes. There's none of the cardboard flimsiness about Beaver Board.

Still, with these good qualities of permanence, it is the ideal material for temporary displays. Cutouts, backgrounds and display forms in variety without limit can be easily produced with this versatile wall board.

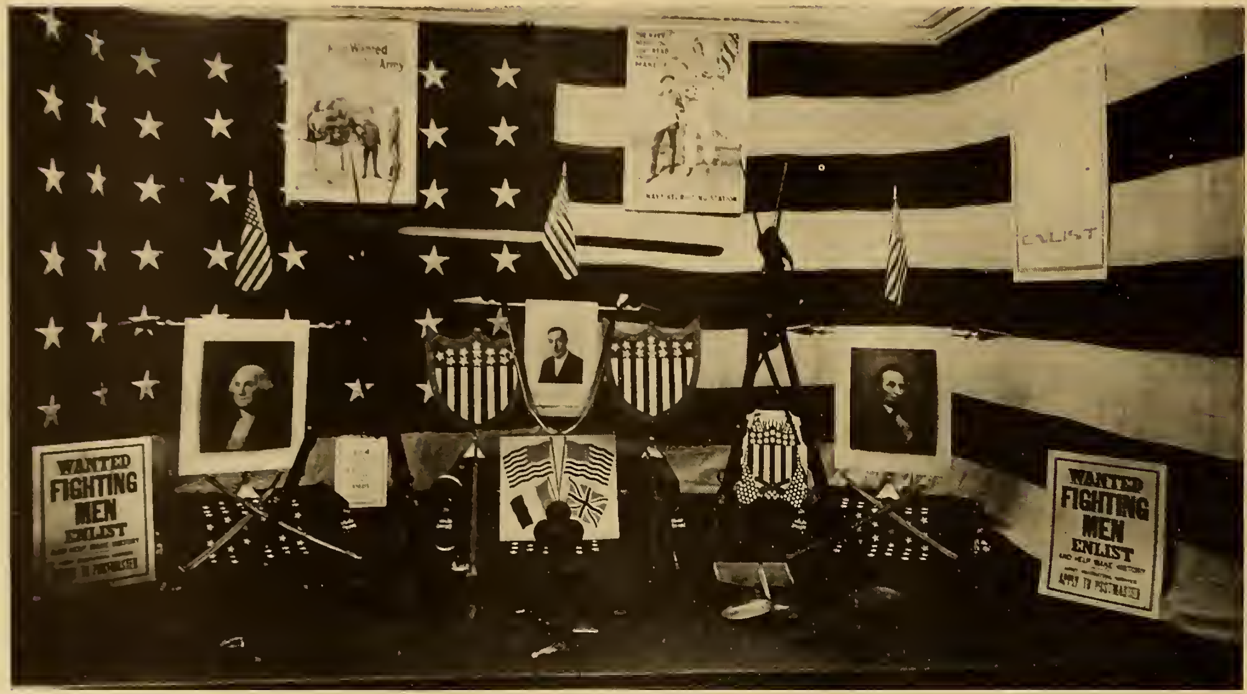
Literature and liberal samples will be distributed from our booth. You can buy Beaver Board when needed from dealers in your town.

You can't expect Beaver Board results unless this trademark is on the back of the board you buy.

THE BEAVER BOARD COMPANIES
404 Beaver Road, Buffalo, New York

Branches in Boston, New York, Baltimore, Cleveland,
Detroit, Chicago, Minneapolis, Kansas City, San Francisco.

Manufacturers also of Beaver Greenboard, Beaver Blackboard and Beaverbilt Products.
Distributors in principal cities, dealers everywhere.


WANTED
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AND HELP MAKE HISTORY
APPLY TO POSTMASTER
WANTED
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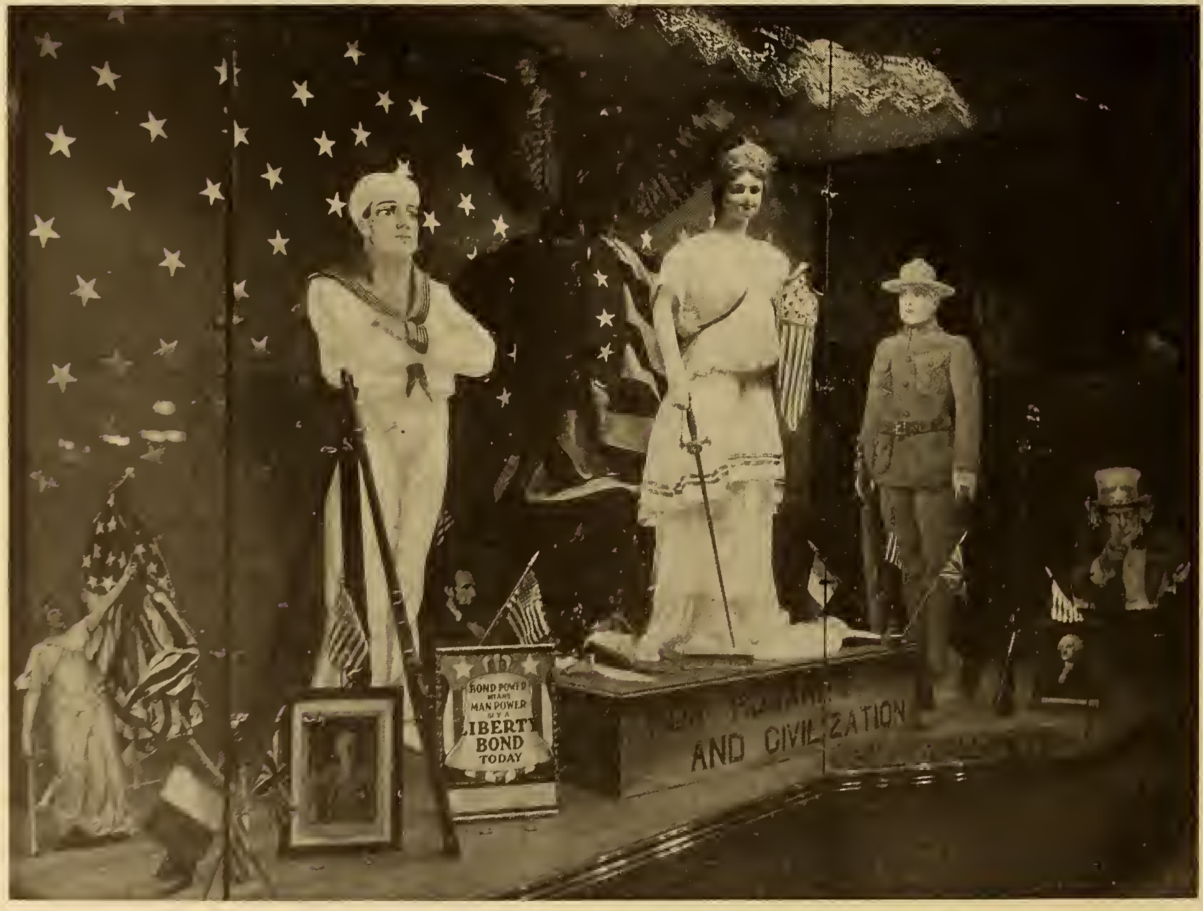
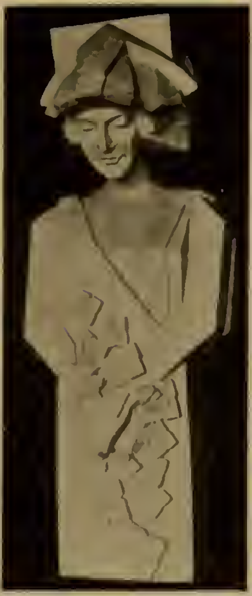
PATRIOTIC DISPLAY BY F. C. KROKEN FOR P. I. HALE, STROUGHTON, WISCONSIN.


BOND POWER
MEANS
MAN POWER
BUY A
LIBERTY
BOND
TODAY
AND CIVILIZATION

DISPLAY BY OTTO ORLOWSKE FOR THE BELL DRY GOODS COMPANY, LEAVENWORTH, KANSAS.



No. 1—The above cut in relief plaster is very beautiful for caryatid, plaster decoration, etc. Size 42 inches high, 15 inches width.

Price, each, plain, net . $ 6.00

Decorated in bronze or color, net 10.00

9½x34 inches, Relief Plaster Eagles for your window panels. Ivory, Gray or Gold, at **$2.90 each.**

VERY EFFECTIVE

SPECIAL

We offer a number of very good looking decorative pieces in plaster relief. Such decorations are inexpensive and they do much to furnish and add interest to a show window. They can be handled with little or no trouble and can always be used again.

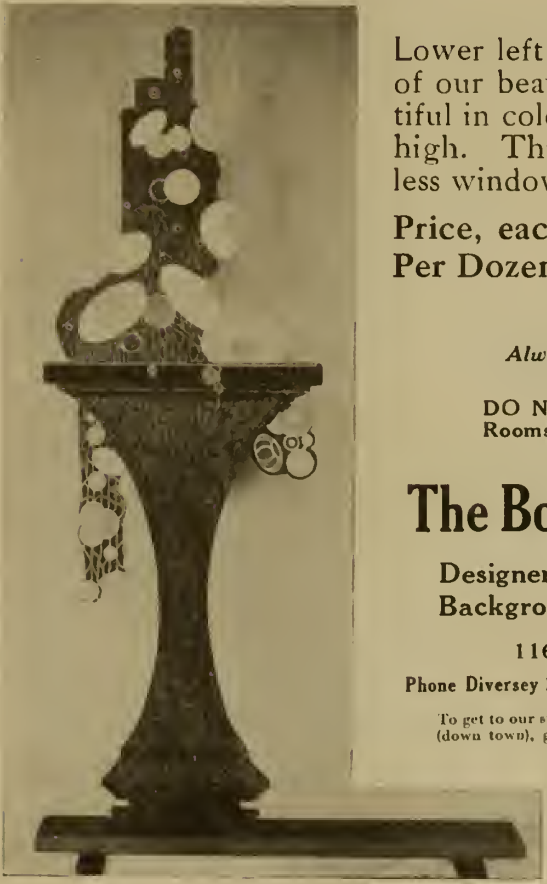
No. 6—This beautiful vase is made of plaster, very strong, and comes in two sizes. Just the thing to use on floor of window

8 in. diam. x 20 in. high, reduced to, each, net $3.00

12 in. diam. x 30 in. high, each, net . 4.50

Decorative Paintings, Panels of Exceptional Design and Color

Send in Sizes and Data and Let Us Give You an Estimate on Your Work.



Lower left hand corner of page shows one of our beautiful "Cut-Out" designs. Beautiful in color. Stands six and one-half feet high. This will liven up the most cheerless window and make it attractive.

Price, each $15.00

Per Dozen, each.................. $12.50

Always Order by Number and Order Early

DO NOT FAIL to Visit Our Show Rooms and Studio When in Chicago

The Bodine-Spanjer Co.

Designers and Mfrs. of Decorative Backgrounds for Show Windows

1160 CHATHAM COURT

Phone Diversey 2585 CHICAGO

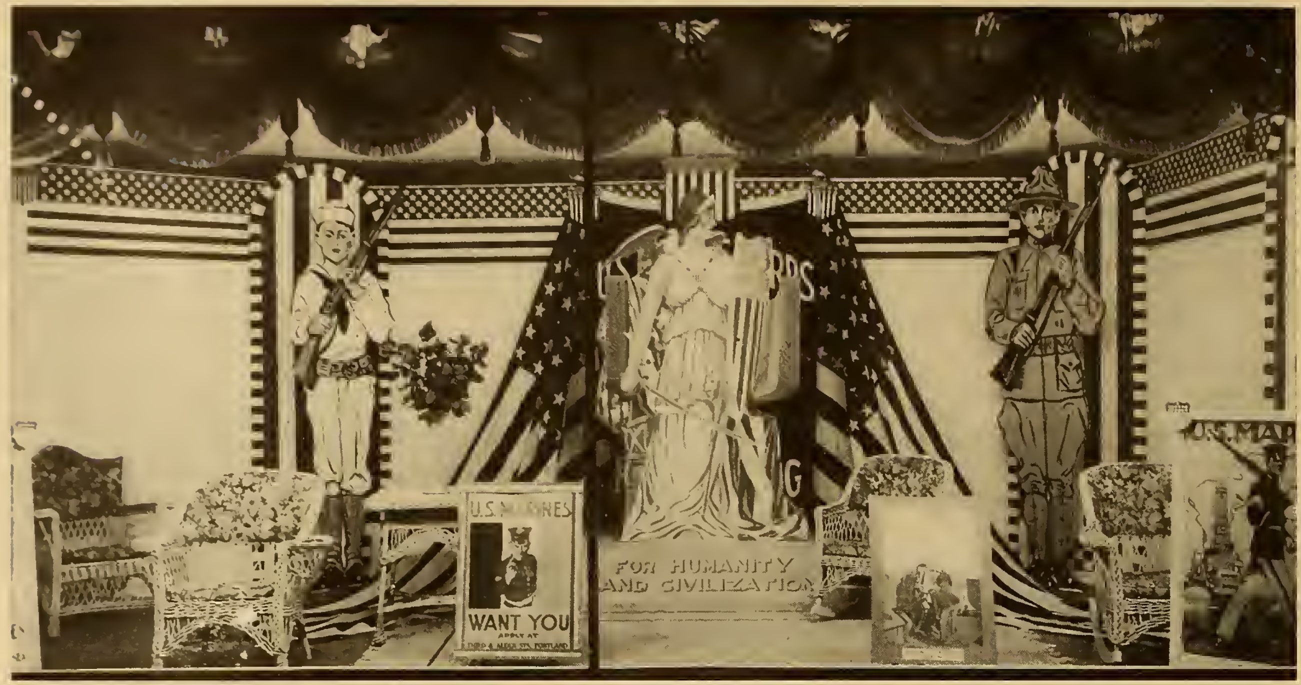
To get to our studios, take Larrabee St. car on Dearborn St. (down town), go north, get off at Division St. and walk one block west to Chatham Court.

GEORGE A. SMITH
Eastern Representative
1777 Broadway, New York, N. Y.

No. 2 Head

No. 2—Head, very beautiful to use at top of post or pilaster, 21 in. high, 9x9 in. base Price, each $4.00

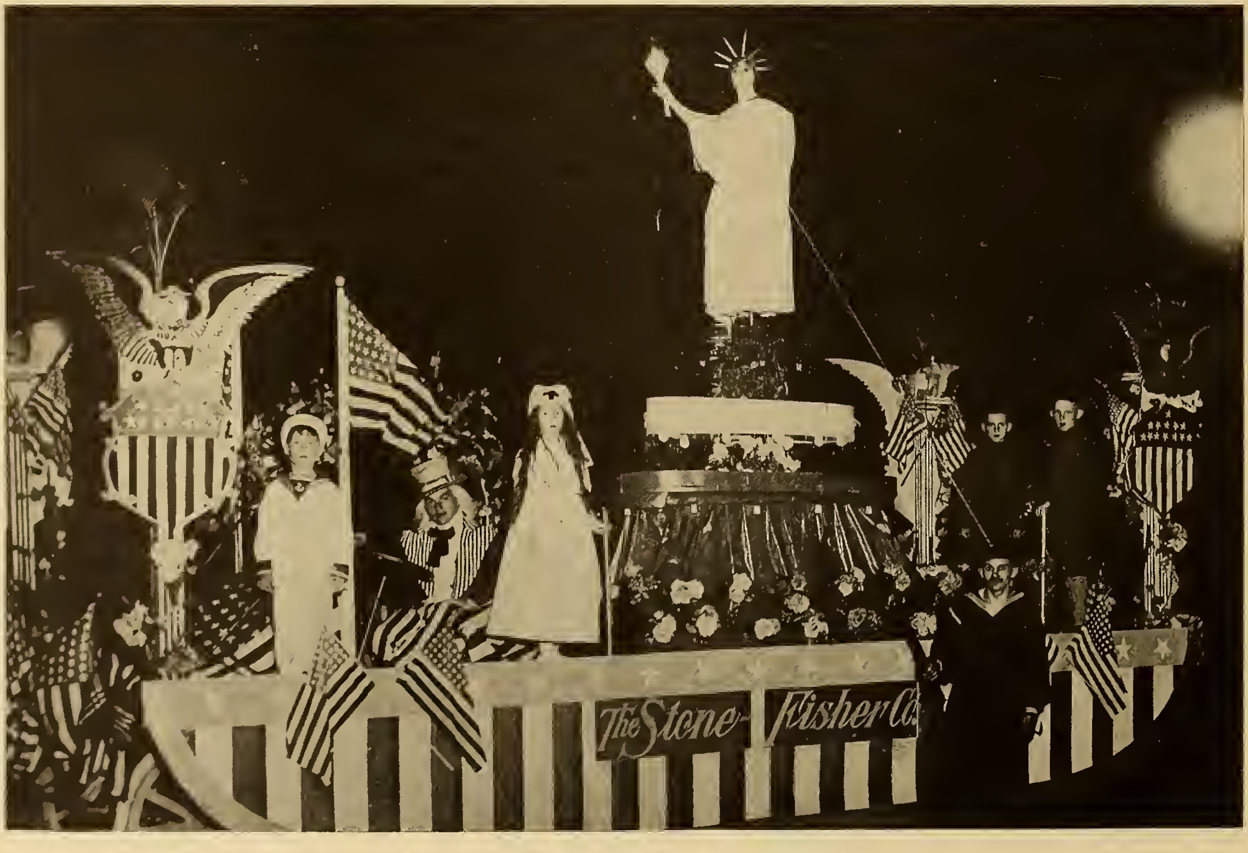
No. 4—This urn is made of plaster and very effective. Size 12 in. diam x 6½ in. high. Price, each, net, reduced to ... $1.65


U.S. MARINES
WANT YOU
FOR HUMANITY
AND CIVILIZATION
U.S. MAR

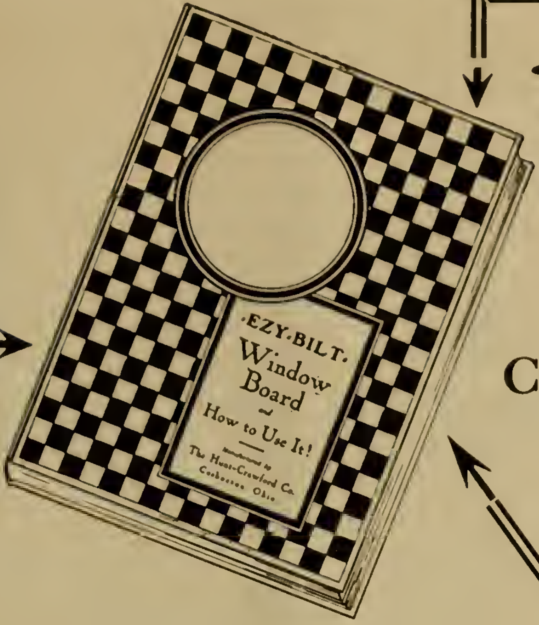
PATRIOTIC DISPLAY BY J. WALTER JOHNSON FOR THE POWERS FURN. CO., PORTLAND, OREGON.

for his effort was awarded the first prize, which was a $100 silver cup. Bert A. Smyser is the man, and he is in charge of the windows for the Stone Fisher Co., Tacoma, Washington.

The wax figure of a girl, as the Goddess of Liberty, was mounted above a fountain with a dashing spray over red, white and blue lights and roses. The soldier and sailor boys, and Red Cross nurse operated four red and blue spot lights on the white gown of Miss Liberty, which made a pleasing and unequalled flood


The Stone-Fisher Co.

PATRIOTIC FLOAT DECORATED BY BERT A. SMYSER, TACOMA, WASHINGTON.



-EZY-BILT-

Displays Changed Daily During the

St. Louis
Convention,
August
6 to 9th,
1917

REMEMBER!

-EZY-BILT-

"Weighs Half Less"
"Costs Much Less"
is
"Non-Sagging"
"Non Warping"
"Moisture Proof"
"Liquid Proof"
"Finished in Any Modern Method Desired"
"Can Cut With a Knife Easily"
"And is

-EZY-BILT-

by any one"

WE will send a copy of this catalog to every Displayman or Merchant with a sample of **-EZY-BILT-** tinted with water color on one side, upon request. Kindly send home address and **Firm's Name.**

-EZY-BILT-

This book will be a great help to you in planning your fall displays.

Contains many practical background settings as well as clever decorative ideas and units.

It tells you just how to lay out and build, as well as finish **-EZY-BILT-** Window Board, and save you half of the expense in your work, over the old methods.

-EZY-BILT- Window Board is a modern background material, developed expressly for the Display Man and Merchant.

-EZY-BILT- Window Board requires no expensive carpentering or unnecessary frame work, as heretofore.

If you do not attend the Convention be sure and write for your copy of the catalog and a sample of **-EZY-BILT-** Window Board tinted with water color, on one side.

This Beautiful Double Deck Plateau

has been constructed from **-EZY-BILT-** Window Board. See it at the Convention. 25 other handsome designs also will be on exhibition finished in Sand, Marble, Grit, Oil and Water Colors.

Send for
your copy
today

HUNT-CRAWFORD CO.
COSHOCTON, OHIO

Just mail
us a
postal

light effect. The Stone-Fisher Co., signs were cut out of building board and covered with transparent paper and lighted in back of same with a red, white and blue light. A gas engine concealed under the fountain ran the water pump and generator, fifty ten-watt lights being used. The driver represented "Uncle Sam."

* *

THE TRUTH ABOUT IT

THE advantages of advertising and the low percentage of advertising costs when compared with the sales resulting are clearly shown in a recent talk made by A. C. Reiley, president of the Association of National Advertisers.

In discussing these matters, Mr. Reiley said: "Let us see how much the big advertisers spend. The average man hears talk every day about the millions and millions spent for advertising and he finally gets the notion that somehow or other the buyer has got to pay for it.

"What is the exact ratio of advertising to sales anyhow? This is something that every buyer would like to know. I am glad to be able to tell the public. The Association of National Advertisers has collected some valuable facts and figures on this subject. Listen to a few of them.

"The advertising of one of the leading paint manufacturers of the country averages 3⅓ per cent of their total sales. In other words, for every dollar's worth of paint they sell, the spend 3⅓ cents in advertising. This is about equivalent to the price of a postage stamp and a cent's worth of paper for every dollar's worth of goods sold. Another big paint and varnish manufacturer spends from 3½ to 4½ per cent.

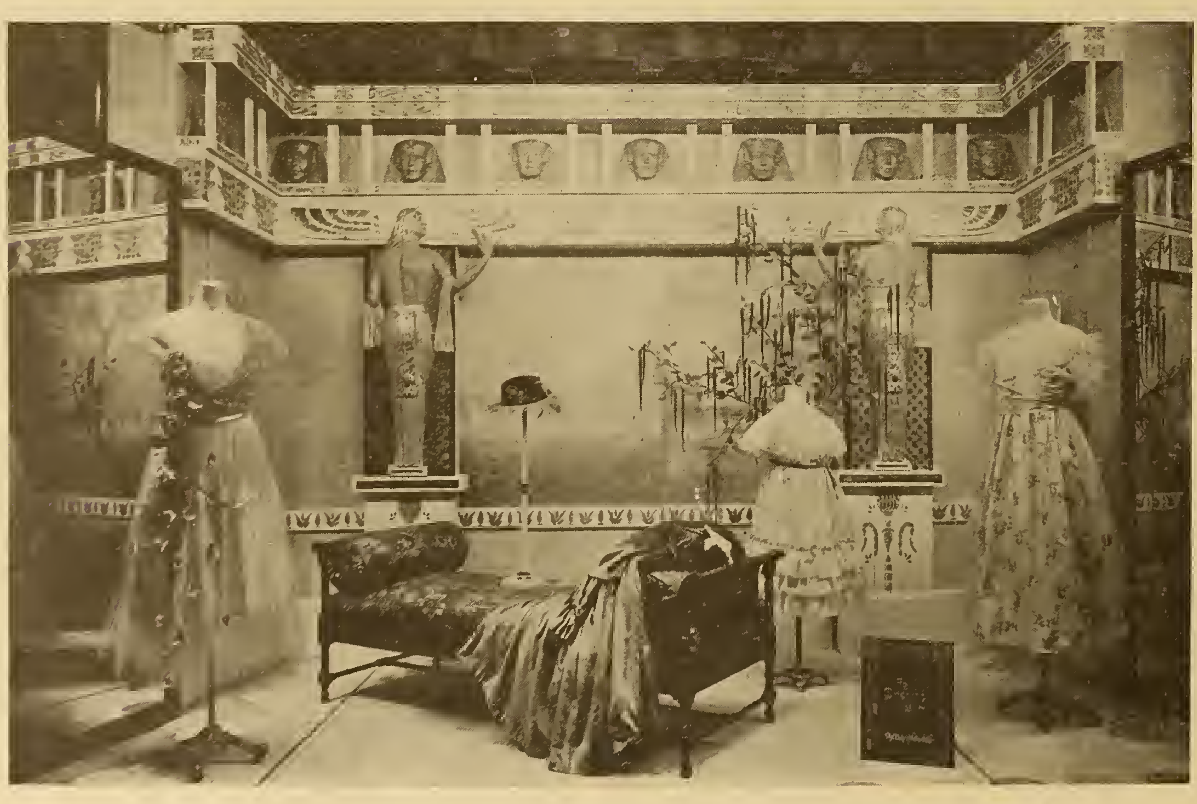
"Next take clothing. We have obtained figures concerning two of the biggest clothing manufacturers in the country. One spends 1½ per cent; the other 2 per cent. An equally prominent shoe manufacturer spends 1½ per cent.

"You will be surprised when I give you the figures for two of the most famous automobile builders in the country. One is 2 per cent; the other is 3 per cent. Also two of the leading tire manufacturers: one spends 2 per cent; the other 2 per cent. And all four rank among the biggest advertisers in the country.

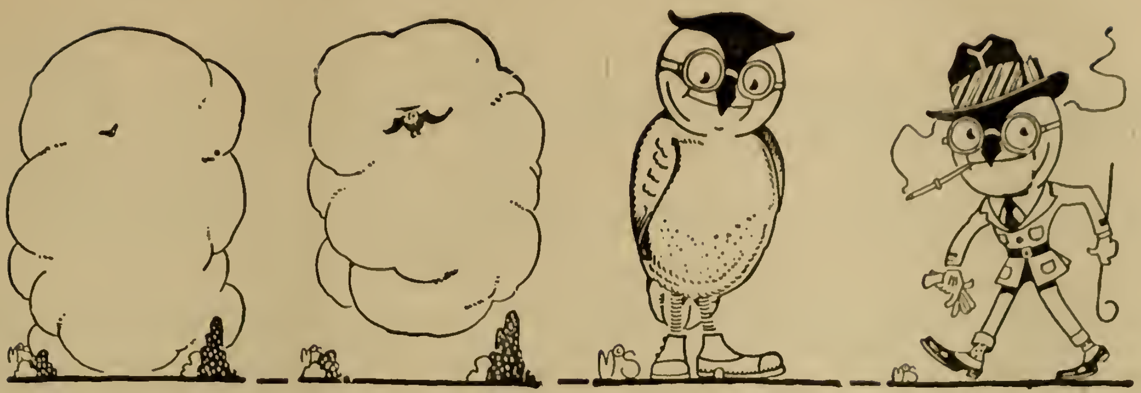
"These figures are authentic, and when you consider the enormous volume of the automobile and tire business you will see that the small percentages are ample to provide for the wonderful publicity.

"And let this final point be remembered. Even if this advertising represented a direct advance on what the buyer would otherwise have to pay, this would make little difference in the price of the goods. But it does not. And why not?

"Because advertising is the most efficient method of marketing ever developed by business enterprise—therefore its effect is to decrease and not to increase the sum total of selling cost. This is a simple fact about advertising that every buyer of advertised goods ought to know."



FALL OPENING DISPLAY BY AL. HAGEN FOR STIX, BAER & FULLER, ST. LOUIS, MO.



Make Your Advertising Distinctive!

First Four Illustrations of our "Early Bird" Feature

Just one of the many ideas contained in our men's wear service.

It's got the punch, it puts ginger into your ads and gets 'em across because it makes them different. New illustrations each month, every one original, require but small space.

Be an "Early Bird"—get the service before your clothing competitor gets it. This ad attached to your letterhead will bring full details—Do it **Now** if you want this exclusive Service for your town.

SEND NOW! Economy Service Company **DON'T WAIT!**
231 West 39 St - New York City
(MERCHANTS BUSINESS BUILDING SERVICE)

Studied Out Satisfaction

We have regular gatherings of our Department Heads, Artists and foremost Display Men—men who do nothing but this highly specialized work.

Each man brings to that conference the best that's in him.

We discuss these things. We counsel—just to give you and all of our customers the Best, Most Advanced, Exclusive and Unique Designs and Colorings.

L. Baumann & Company
Leading Importers & Manufacturers
357-359 West Chicago Avenue, Chicago, Ill.

SEND FOR OUR NEW FALL CATALOGUE

CATCH PHRASES

SNAPPY EXPRESSIONS FOR SHOW CARDS AND ADVERTISEMENT HEADINGS—SOME ARE ORIGINAL, SOME BORROWED—ALL ARE SHORT AND TO THE POINT AND BOUND TO ATTRACT ATTENTION

NECKWEAR ARRIVALS—ALL AS NEW AS THE MORNING.

* * *

THE STYLES ARE PROPHETIC OF A NEW SEASON—A FRESH GROUP OF DELIGHTFUL VOILE BLOUSES.

* * *

NEWS OF TRUSTWORTHY MERCHANTS—SPECIAL PRICES FOR TODAY.

* * *

THE BEST GOWNED WOMEN ARE WEARING WHITE SERGE FROCKS—GREAT FOR VACATION TIME.

* * *

TO GO IN A MAN'S VACATION BAG—TIES, SHIRTS, HALF HOSE, PAJAMAS.

* * *

THE KIND OF MATTING THAT LOOKS WELL, WEARS WELL AND FURNISHES WELL.

* * *

A LITTLE CLEARAWAY OF UNTRIMMED MILLINERY—AN EXCELLENT CHANCE TO GET AN ATTRACTIVE HAT FOR VERY LITTLE MONEY.

* * *

SUDDENLY! 5000 MEN'S ENGLISH HATS—NEAR HALF PRICE—A SHIPMENT THAT ESCAPED THE SUBMARINES BUT WAS LATE GETTING HERE.

* * *

NO MAN WITH ANY PRETENSIONS TO A GOOD APPEARANCE CAN GET ALONG WITHOUT ONE OF THESE SUITS.

* * *

A DAY OF SURPRISES—THOUSANDS OF VALUABLE AND FASHIONABLE THINGS READY IN SPECIAL SALES.

* * *

YOU MUST HAVE NEW SHOES—PRICES ARE LOW NOW—SALE GOING ON—A WONDERFUL CHANCE TO BUY AT SMALL PRICES.

* * *

MOST LIGHTWEIGHT SUITS LOOK ALIKE—THESE SUITS ARE OUT OF THE ORDINARY—ARE INDIVIDUAL IN FABRICS AND MODELS.

* * *

THESE LITTLE CORNER PIECES ARE SNAP SHOTS OF THE MENTAL PHOTOGRAPHS OF A BIG STORE.

DANCE IN ONE OF THESE LOVELY CREATIONS OF DISTINCTIVE SIMPLICITY—DO THEY APPEAL?

* * *

MEN WHO SEE THESE SOCKS WILL BE AS ENTHUSIASTIC ABOUT THEM AS WE ARE—THEY WILL DOUBTLESS BUY AT LEAST SIX PAIRS.

* * *

PUT A FEW OF THESE WONDERFUL $1 WAISTS IN YOUR WARDROBE—A FRESH, CLEAN WAIST MAKES A BRIGHT SUMMER DAY SEEM BRIGHTER.

* * *

IF YOU WISH TO MAKE AN UNIQUE GIFT, THE CHANCES ARE THAT YOU WILL FIND IT IN THE TREASURE CORNER.

* * *

SELDOM HAVE SHOES OF THIS SUPERLATIVE QUALITY BEEN SEEN AT SUCH LOW COST—THIS STORE IS KNOWN FOR SQUARE DEALING.

* * *

NEW RECORDS ARE BEING ESTABLISHED IN OUR BIG SALES—THE SALE NOW GOING ON IS WITHOUT AN EQUAL ANYWHERE IN QUALITY, WORKMANSHIP AND VALUE.

* * *

EVERY MAN WHO WAS HERE YESTERDAY OR TODAY KNOWS FOR SURE THAT THIS IS AMERICA'S GREATEST MEN'S-WEAR SALE.

* * *

WE HAVE GIVEN SERVICE FOR TWENTY-FIVE YEARS—WE WILL CONTINUE TO GIVE THE SAME HIGH-CLASS SERVICE—BUNDLES DELIVERED AS USUAL.

* * *

WE INVITE YOU TO SPEND A LITTLE WHILE AT THIS STORE—IF YOU ARE TIRED AND WARM AND DESIRE A REST IN A COOL PLACE, COME IN HERE.

* * *

WHEN MAUD GOES INTO THE GARDEN THESE DAYS TO DO HER BIT SHE WEARS KHAKI BLOOMERS AND A PRETTY SMOCK—WE HAVE THEM.

* * *

"TRUE AS A NEEDLE TO THE POLE, OR AS A DIAL TO THE SUN," RUN SOME OLD LINES—WE HAVE THE DIALS HERE.

* * *

TWO STORES CANNOT BE IDENTICAL—MOST BIG STORES MAY LOOK ALIKE TO YOU, BUT THE INDIVIDUALITY OF THIS ONE CAN BE EASILY RECOGNIZED.

If Out For Better Business

MAKE a combination of better merchandise and better display—*i. e.* effective forms, figures, fixtures, etc. These help the *SALES PUNCH* when human energy is employed elsewhere. We therefore invite you to write for our first aids to business building—that is, for our latest catalogues and other publicity matter.

IF YOU ARE NOT THE MAN WHO DOES THE BUYING TALK THIS OVER WITH THE MAN WHO DOES

J. R. PALMENBERGS' SONS

63-65 West 36th Street, New York

Boston Salesroom
30 Kingston St. 110 Bedford St.

Pittsburgh Salesroom
723 Liberty Avenue

Baltimore Salesroom
10 and 12 Hopkins Place

Learn Something New About the Business Opportunity in Present Day Retailing

A FEW OF THE PROGRAM FEATURES

These subjects are of vital importance to you.

- "How to Win the Co-operation of All the Departments of an Organization"
- "Twenty Merchandising Ideas With the Selling Punch"
- "Inside Facts on Materials and Construction of Knit Goods"
- "Short Cuts for Busy Retailers, or Simplified Retail Accounting"
- "The History of Costume, and How It Influences Present Day Styles"
- "Educating the Salespeople Through Demonstration Sales"
- "Bonus Plans for the Salesforce"
- "Correct Dressing for Varied Types of Women"

By attending the Merchants' Short Course Conference August 6th to 10th inclusive

Several retail specialists will give examples and Methods behind the most successful retail organizations of the day.
Come your self or send delegates from your store—IMPORTANT that you MAKE your RESERVATIONS NOW, as seat number is limited.

→ MAIL the blank below attached to your letterhead properly filled out.

SEAT APPLICATION
The Third Semi-Annual Short Course and Conference

Reserve a seat for me at the Conference, August 6th to 10th, inclusive.

Enrollment Price—$25.00—$5.00 to be paid at the time seat number is allotted, the remainder ($20) due August 6th.

Name ....

Address ....

NOTE: The seat number reserved by your store may be used alternately by any of your store representatives.

DRY GOODS ECONOMIST

Educational Department **231 West 39th Street, New York**

MOVEMENTS OF DISPLAY MEN

S. W. BERMAN, who has held positions as display manager for Kaufman's, and the Big Store, Pittsburgh, has accepted a position with Finkelhor's, East Liberty, Pa. He will be display and advertising manager for the leading men's-wear store.

* *

JACK DARLING, who left New York to take charge of the windows of the Brodil store, Pittsburgh, has resigned that position and is again at Macy's, assistant to his former chief.

* *

L. M. BUCHANAN, formerly employed in the profession at Great Falls, Montana, is now located at Big Springs, Texas.

* *

H. H. RIEGEL has resigned his position of display manager for the A. Harris Company, Dallas, Texas, and accepted a similar one with Hurst Bros., same city.

* *

ED. HOLZER, formerly employed in the profession at Racine, Wis., is now in the candy and ice cream making business at Oshkosh, Wisconsin.

* *

W. H. RAINEY is now working in Toledo, Ohio. He was until recently employed by a big Jackson, Tenn., store.

* *

ROBERT ICKES has resigned his position as display man for the I. N. Martin Dry Goods Co., Peoria, Ill., and is now with the Levin Dry Goods Company, Marshalltown, Iowa.

* *

P. J. PANETTI, formerly of Fairmont, Minn., has accepted a position of display manager for the Netter-Ullmans Dry Goods store, Springfield, Mo.

* *

DICK MYERS, display manager for the Emporium, Minneapolis, and B. J. Millward, display manager for Mannheimer Bros., St. Paul, were recent visitors in Chicago.

* *

J. L. STARK, display manager for Peterson Sons' Company, Davenport, Iowa, visited Chicago recently. He was accompanied by Mrs. Stark.

* *

M. J. KEELER, display manager for the P. Eaton Company, Ltd., Winnepeg, was a recent visitor in Chicago. Mr. Keeler will visit New York before returning home.

* *

L. A. ROGERS, display manager for Kline's Garment Company, Detroit, was in Chicago a few days ago doing some buying for early Fall.

JESS H. ZOFFER, formerly of New York City, has accepted a position as display manager for the G. Fox & Company store, Hartford, Conn.

* *

G. F. OVERMEYER is now employed in the profession at Greeley, Colorado. He was formerly connected with a Denver department store.

* *

W. E. HANSHAN has resigned his position at Walla Walla, Washington, to become display manager for Bond Bros., Pendleton, Oregon.

* *

R. B. STRAWN has resigned the position of display manager for the Klein & Heffelman Company, Canton, Ohio, and has accepted a position in Connellsville, Pa.

* *

THE many friends of Samuel R. Weiss, display manager for the Robinson-Cohen Company, Detroit, will regret to learn of his father's death.

* *

WINS BIG PRIZE

H. W. GALLER, advertising and display manager for the Palace Hardware House, Erie, Pennsylvania, has been awarded first prize, $150 in gold, for the best window display and newspaper advertisement. The contest was conducted by the Millers Falls Company, Millers Falls, Massachusetts, and was open to dealers in hardware, mill and factory supplies, pipe and fittings, house furnishings and sporting goods.

* *

MERCHANTS ORGANIZE

THE leading merchants of Milford, Massachusetts, have organized as the Milford Retailers' Association with the object of conducting a campaign against fake advertising and dishonest merchandising, and also to carry on a schedule of co-operative advertising. The association has planned to use advertising space in the daily papers explaining the advantages of trading at the stores that are members of this new association.

* *

GETS A FORD AS PRIZE

J. HAACK, of Albert Cohn's grocery store, Los Angeles, Calif., has been awarded the first prize, a 1917 Ford automobile, for the best window display of the American Seed Tape Company's products. The contest was open to display men throughout the country and Mr. Haack is the recipient of congratulations from many men in the profession. He also received a congratulatory telegram and letter from the company.

W. T. GEISSINGER
PATENTEE AND
MANUFACTURER

"ONE FACT IS WORTH A THOUSAND ARGUMENTS"

PRINT YOUR OWN SHOW CARDS AND PRICE TICKETS
WITH GEISSINGER'S NEWEST BRUSH LETTER ALPHABET
PATENTED JANUARY 16, 1917

Looks Just Like Professional Lettering

Spring
Offerings

THIS IS THE STYLE OF TYPE OF MY ALPHABET

82 SIXTEENTH AVENUE
LONG ISLAND CITY, NEW YORK

"MORE SELLING POWER TO YOUR WINDOW DISPLAYS"

OFFICIAL AWARD RIBBON

PANAMA PACIFIC
INTERNATIONAL
EXPOSITION
SAN FRANCISCO
1915

Chas C Moore
PRESIDENT

PRESIDENT OF THE SUPERIOR JURY

Asher C. Baker
DIRECTOR OF EXHIBITS

O. H. Fernbach
SEC'Y OF THE INTERNATIONAL AWARD SYSTEM

MEDAL OF HONOR
DEPARTMENT OF
HORTICULTURE

G. A. Dennison
CHIEF

THE judges at the great World Convention—experts every one in their line, ***unanimously awarded the highest honors and the gold medal*** for our Natural Preserved Plants; 1st, because our preserved plants could not be distinguished from the growing plants, and 2nd, because they were absolutely ***sun*** and ***waterproof*** and, besides, ***fireproof.***

The most essential thing in Window and Store display, and, in fact, in all decorative work, is to reproduce nature. Our work is not a reproduction: it is making nature's work everlasting.

Our preserved plants were used in decorating the Panama Canal Exhibit and the Academy of Science in San Francisco.

If you do not use them we lose, but you lose more. At the convention you can see a few of our preserved plants. Our entire line would fill the convention hall—and then some.

The Natural Plant Preservers Co.
949 Broadway **175 Fifth Avenue**
Factory: San Francisco

OFFICIAL AWARD RIBBON

PANAMA PACIFIC
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DEPARTMENT OF
HORTICULTURE

G. A. Dennison
CHIEF

PRESIDENT, E. J. BERG, Omaha, Neb.
SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

International Association of Display Men

1st VICE-PRESIDENT
L. A. ROGERS
Detroit, Mich.

2d VICE-PRESIDENT
MALCOLM J. B. TENNENT
Portland, Ore.

3d VICE-PRESIDENT
CARL F. MEIER
Davenport, Ia.

TREASURER
W. H. HINKS
Minneapolis, Minn.

CHM. PROGRAM COMMITTEE
C. J. POTTER :: St. Louis

CHM. EXECUTIVE COMMITTEE
A. W. LINDBLOM
Minneapolis, Minn.

CHM. MEMBERSHIP COMMITTEE
ED. O'MALLEY
Kankakee, Ill.

CHM. PUBLICITY COMMITTEE
D. B. BUGG
New York

CHM. EDUCATIONAL COMMITTEE
J. D. WILLIAMS
Cincinnati, O.

THE CONVENTION

THE Twentieth Annual Convention of the Display Men will be another huge success, and up to the present time I have had but one disappointment, and that is in the matter of medals for awards in the contest. We were late in getting designs, and prices from the different manufacturers and when we selected our design it could not be finished on time. These will be delivered August 15th and will be shipped promptly to the members.

The medals will be very pretty and embodying our new emblem in colors, and I am sure the recipients will be well pleased with the design and satisfied to wait for this short delay. The cups will be ready for delivery as well as all other prizes.

We have also bought for delivery a neat lapel button in gold and hard enamel, in the colors of the new emblem. These will be for sale to members only. They will be $1, and members who do not happen to attend the convention may send their orders to the Secretary at any time.

The Association has made good progress the past year and with the many new features that are anticipated for adoption at the convention I am sure the Association will go steadily forward. One important change suggested is the time of holding the conventions. It may be wise to set our conventions forward several weeks in order that members may plan their Fall displays and then be able to buy their decoratives and fixtures for them. As it is now it makes it too late and many have all their Fall decoratives purchased before they come to the convention.

It has also been suggested that Display Men would be able to get time out to attend the conventions as a business proposition and then get a vacation besides. As it now is and coming just when the stores are giving their vacations many of the members have to take this time for their vacation. I should be delighted to receive an expression from every member who is unable to be present at the convention to say just what time of the year or month would best suit him. Write a post card and address it to me at St. Louis at once.

Your Secretary,
P. W. HUNSICKER.

THE TWENTIETH ANNUAL CONVENTION of the International Association of Display Men is now convened at St. Louis. If you are not among those present you still have time to attend—at least for one day—the Biggest Convention Ever.

SWIFT

Scenic Paintings

FOR FALL

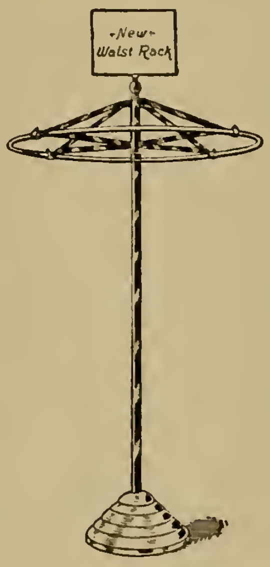
QUALITY
The Desire for Quality is Natural
We Fulfill Your Desire

You will be pleased with the designs in our large Catalog of *quality* scenic paintings.

FREE ON REQUEST

THE SWIFT STUDIOS
466 East 31st Street CHICAGO
The Great Scenic Painting Studios

New Waist Rack



No. 220 M.

A miniature of the suit and dress rack; top revolves easily. Furnished in Polished or Brushed Brass. Nickel, Oxidized or Gun Metal finish.

Price **$7.50** Each Net

Metal and wood Display Fixtures, Display Forms, Wax Figures.

WRITE FOR PRICES

S. M. Melzer Company
915 Filbert Street, Philadelphia
C. B. TRACEY, Sec'y-Treas.

Culver WAX FIGURES

Washable
Adjustable
Interchangeable

No. 51—16 year figure.

Note the graceful pose, unity of line and snappy expression of this flapper.

Figures like this sell merchandise because they display it to advantage.

Will be, among others, at the I. A. D. M. convention in St. Louis, Aug. 6-9.

Call at our Studio or write for photos and particulars.

IRWIN G. CULVER CO., INC.,
60 E. 8th St. New York City.

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS —WITH A FEW CHANCES THEY MAY BE MADE TO APPLY TO ANY BUSINETS—WORK THEM OVER TO SUIT YOURSELF

Voiles and Swisses, 19c Yd.—Some thousand or more yards in this group, and in instances 19c is less than half price. There are Swisses with the little florals and knots; there are voiles in stripes, checks, large beautiful florals and other designs for which we have no names. Both light and dark colorings. The widths range from 36 to 40 inches, and at 19c yard they are extraordinary.

Plain Color Voiles—At 12½c a yard a pretty 26-inch voile comes in Copenhagen blue, rose, peach color, taupe, Quaker gray, pink, tan, and so on. At 25c a yard there are many of the most popular shades, 38 inches wide. At 38c a yard a 44-inch highly mercerized voile comes in chartreuse, gold, biscuit, coral, dark green, reseda, tea rose ,navy blue, Nile green, heliotrope, wistaria, etc. At 30c a yard there is a 44-inch white mercerized voile, specially priced.

Cretonne Sale—More than thirty thousand yards of 50c and 60c cretonnes at 27c yard. First lot nearly sold out in a day. We were busy cutting them from store opening at 8:45 to store closing and later. Curtains, wall coverings, slip covers, pillow cases—such cretonnes as these are good for everything. Another shipment just in from the mills. Splendid quality of heavy linen finished cotton, printed in designs copying English and French fabrics. Yellow, blue, red, green, gray, mauve, rose—all color combinations.

So Many People Have Been Buying Skirts in the Down Stairs Store that a good many small groups of skirts in odd sizes have accumulated. Of this but two or three, of that may be a half dozen, but of none of these a complete range of sizes. Then, too, a number of these skirts are mussed and need freshening—but freshening tub skirts is such an easy matter. It is one of their main reasons for being. Included are linen skirts in melon pink or French blue (one is sketched), white rep, black ratine and plain or striped cotton gabardine, and all have been grouped under the one price—$3.50. It's a gathering you won't want to miss.

Sturdy, Good-Times Clothes for Juniors—A number of pretty chambray and gingham frocks for young maids are to be found in the Junior Store. They are quite simple of line, as befits youthfulness, and will stand a lot of hard knocks. The dress sketched is of dark blue chambray made with two box pleats down the front and a wide belt marking the high waist. The collar and cuffs are of white lawn with a bit of handstitching in black to finish the edges. Sizes 15 to 17. $4.50. Smock dresses, $3. They're cut just like an extra-long smock, loosely belted and adorned with two gathered pockets and plenty of smocking. Of rose, blue or green chambray, in sizes 18, 20 and 22. Other frocks at $1.50 and $2.50. Plaid ginghams and plain colored chambrays, in the newer shades. Quite a lot of pretty little things for girls of 6, 8 and 10 years. White linene middy blouses, 50c. They have gay-striped collars in rose, blue or green and their price is special. Sizes 10 to 16.

New Trimmed Millinery, $5.00—New white hats, of straw combined with satin; new transparent black hats with delicate burnt feather fancies resembling numidi; new satin with soutache braiding; leghorns with crepe and dainty tinted ribbon—a host of new summery effects awaits you—$5.00. Ready-to-wear hats, $1.75 to $3.95. Satins, crepes, velvet and transparent hats, and black hats for mourning wear. Smart sports hats, $1.75 to $6.00. Double-brim Milan hats, chenille with straw facings, new angora and knitted effects, also Japanese Toyo (imitation Panama) hats.

New Arrival of Dainty Neckwear Brings These Pretty Things; Special at $1—Collars of Georgette, organdie or net, some with bits of hand-embroidery, others simply hemstitched or trimmed with tiny buttons or frills. The shapes are all new—square collars, collars with high roll backs or large pointed shoulder shapes.

A Sale of Parasols—Two Groups, $1.95 *and* $2.48—Another shipment of parasols is ready as you read. This, too, is a surplus which came to us from the manufacturer "at a price." There is a variety of styles. Indeed, it is a variety, for scarcely two of them are alike. Many colors, odd, unique and interesting styles. Of course, you know all about the possibilities of the parasol. It lends an inimitable touch to dress, makes it picturesque. There are two groups and the prices are $1.95 and $2.48 respectively. The savings are very large and real.

Most of Our Cloth Coats for Women Are Marked at Goodly Reductions—The new prices range from $5 to $25, and in this collection are coats for every summer purpose. At $8.75 and $10 there are many, many styles in burella and velour, some half lined and some full lined with peau de cygne. At $19.75 and $22.50 are grouped most of our finest coats of high-grade materials with pretty linings of peau de cygne or figured silks.

Women's Smart Coats, $12.00—These are very smart coats of burella cloth, and were much higher in price earlier in the season. Made in a good sports style, with double all-around belt and patch pockets. In green and gold—$12.00.

Women's Leather Belts and Girdles—Belts, of white kid; covered or pearl buckle, 50c to $3.75; black-and-white belts, 50c to $2; black patent leather belts, with celluloid discs in various colors, $1.25; leather belts, in brown, navy blue or black, 50c to $1.00. Silk girdles, in light blue, pink, white and black; finished with bow and buckle, $1.50. Silk sashes, of messaline and silk poplin, in green, mustard, turquoise, pink, light blue, lavender, white and black; 2½ yards long, suitable for wear with sweaters, $1.00 to $2.75.

Exquisite Sweaters, $42.50—Of pure silk, the finest silk that can be obtained, in perfectly stunning unusual shades and combinations. American beauty is interwoven with deep dark violet. Real turquoise blue is combined with golden tan; peach with turquoise; yellow, mellow apricot shades knitted into stripes and "shimmering through" effects with violet. There are combinations in the collection that would flatter all different types, wonderful blues that would make blue eyes look bluer, fair skin fairer, charmingly soft rose for brunettes—oh, lovely colors in these perfectly lovely sweaters.

A New Topless Corset with Insets of Elastic—It is designed especially for the athletic girl who plays tennis and golf or rides horseback. Of pink coutil, cut topless with light boning and over each hip a wide inset of elastic webbing extending the full length of the corset. In sizes 22 to 30—$2. A net brassiere is cool. Typical of summer is this one of white cotton net with cap sleeves of marquisette which are equipped with shields. Sizes 36 to 44, $1.

House Suits—95c-$1.49—These are becoming quite popular, we suppose because they are so comfortable and practicable. The suits consist of two pieces, jacket and skirt made of excellent and washable material finished with braids, pleats and tucks. There are middy or open front styles. We have divided them into two groups, both of new low prices, to-wit: Group 1, 95c; group 2, $1.49.

Clearance Sale of $1 *and* $1.29 *Blouses at* 59c—All the remainders of the two recent sales of blouses at $1.29 and $1 are gathered for a quick disposal at 59c. It will be remembered that these sales represented values up to $2 and more. None C. O. D., no mail or telephone orders filled. Blouses, very special, at $1. Voiles with color stripes, white lawns trimmed with lace, white voile trimmed with laces and embroideries, white repps, tailored styles. Some of the white voile models have new styles of jabots. Clearances and special purchases, very special values.

Georgette Blouses, $3.95—Once before we had a similar group of Georgette blouses selling at $3.95. The announcement of the event created a sensation, and the buying was like going to a fire. Repeating the offering is likely to repeat the crowds. We warn you, therefore, to get here as early as you can. Every one is new and the Georgette of which they are made is exceedingly beautiful—as soft as the down on a peach. The styles are charming, to say the least, with their pin tucks, hemstitching and pretty laces. They are sized correctly. They fit accurately. Furthermore, there are all sizes. Flesh and white.

Valenciennes Laces, 10c *to* 49c *a Piece; Values* 29c *to* $2—It is not the little prices but the desirability of these Valenciennes laces that make this sale important. Mostly the fine French Valenciennes laces, edgings and insertions from one-half to two inches wide, in some cases to match, but mostly odd widths. Part are from our own stocks, others are manufacturers' clearances. Twelve yards to the piece.

"What a Beautiful Show Case"

That's your first impression of an Illinois Case. Yet beneath this surface beauty are hidden qualities that can spring from but one possible source—honest endeavor.

This explains why Illinois cases retain their sightliness with just average care, for time indefinite.

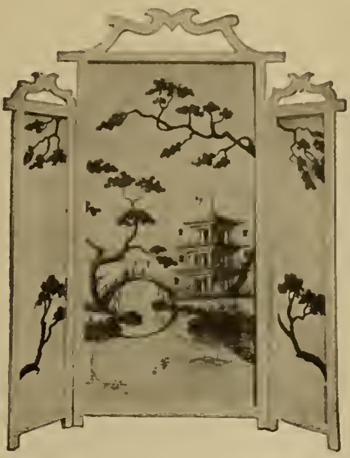
Let us tell you more about them.

There is a case for every requirement.

Illinois Show Case Works
1729-37 North Ashland Ave., CHICAGO

For A Successful Fall Offensive

you must realize the importance of having properly trimmed windows displaying to advantage your Fall merchandise.



DAILY'S
SCENIC PANELS AND CORDS FOR FALL

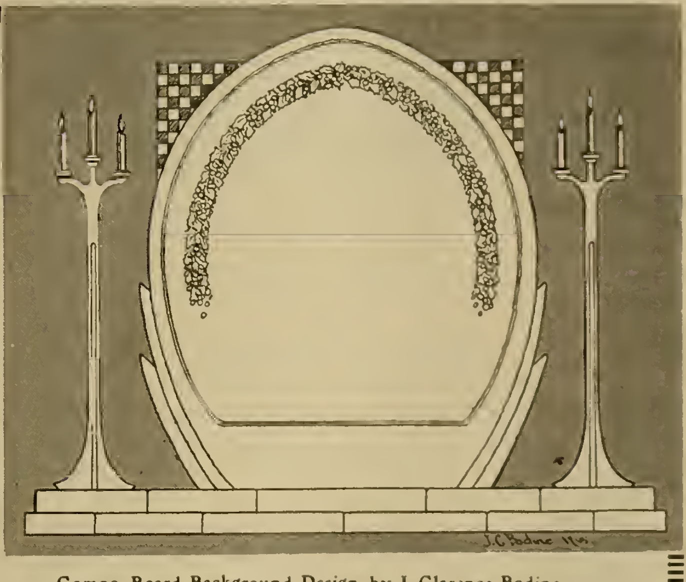
are exquisite — artistically and practically correct — portraying scenes that are as characteristic of Fall as the ripe pumpkin.

Investigate today
Write for particulars

Bert L. Daily
Advertisers Bldg.
DAYTON, OHIO

Compo Board for Back-Grounds

Compo-Board, the old original and reliable, is the favorite with expert designers and leading display men. These are the men who know from experience what is practical and best for their varied uses. The very nature of **Compo-Board** makes it available for any sort of use for window backgrounds and store interiors.



Compo-Board Background Design, by J. Clarence Bodine

Compo-Board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. **Compo-Board** is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book which is printed on the best of paper and tells in an interesting way all about **Compo-Board**. Send for sample and copy of this book, it's free.

Compo-Board Co.
1404 LYNDALE AVE. NORTH
MINNEAPOLIS, MINNESOTA

For Our Advertisers

Lignine Wood Carvings

In order to create screens, backgrounds and display windows, just as they ought to be, beautiful and attractive, the more practical helps the builder can have at his hand, the more effective his work. We know of nothing that will add more to the appearance of windows than carvings. Until the introduction of Lignine (wood) carvings by the Ornamental Products Company of Detroit, carvings of a plastic nature were used in a sparing way; first on account of the price, and second on account of the breakage.

Lignine (wood) carvings are to every intent and purpose, unbreakable and as they can be used over and over again and in various ways, finished in oak, mahogany and walnut, silver, gold, bronzed, enameled and painted they have become indispensable with display managers who thoroughly know them.

The Ornamental Products Company are making a big line of carvings in modern and period designs such as capitals, pilaster capitals, scrolls, shields, rosettes, heads, wreaths, drops, urns, etc. Having their catalog in your hands or even better yet, samples, will be instrumental in offering practical suggestions, thereby simplifying your work by adding to your efficiency.

The Ornamental Products Company will show their line at the St. Louis convention and, right here, we would advise all display managers who haven't their No. 8 catalog and a free sample, to write for them.

* *

Schack New Studios

Displaymen will be interested in knowing that The Schack Artificial Flower Co., 1739-41 Milwaukee avenue, Chicago, have just finished remodeling and decorating their studio. For months the artists in Schack's special creative departments have been putting forth every effort to make this studio the most attractive and educative place for the displayman.

This year it is arranged in a series of windows running along the sides, with a wide aisle down the center, through which one may walk and view the displays. All the displays are along the new modern art style of decoration and every one teems with new and original conceptions in decorative treatment. Many new flowers and sprays especially adapted for modern art style of decoration are shown for the first time this season. The new poster cut outs and Vogue Art draping stands are very interesting. We advise all visiting display men to see this exhibit.

The new Fall Flower and Suggestion Book is just off the press and will sent to you free. Just tell them you read all about it in this issue of MERCHANTS RECORD AND SHOW WINDOW.

* *

Business Growing

An article of any kind that possesses merit will come to the front when handled in a simple, business-like way and with intelligent persistence.

Something like two years ago the Practical Air Brush was introduced to the readers of this paper. It soon began to demand the attention of displaymen and card writers who found that this simple contrivance was of great assistance in air brushing show cards, backgrounds, artificial flowers, ornaments and nearly everything pertaining to modern display.

The Economy Mfg. Co. have just been compelled to enlarge their manufacturing facilities at the same address which is 4755 London avenue, Chicago. Increasing demand from jobbers, dealers and the trade direct has made this expansion necessary. They are pleased to announce that orders entrusted to them will be given prompt and careful attention.

* *

Swift Studios Expand

Any firm giving the public the best possible goods for the money, with the best possible service, is bound by the laws of business to succeed. Furnishing display men throughout the country with scenic paintings of real quality at popular prices, with service unequaled, has made it necessary for The Swift Studios, of Chicago, to increase their facilities for executing scenic paintings. A new studio has been annexed, twice the size of the former place. Confident that the fall business will be booming, both studios will be retained. Thus with three times the former facilities and with the choice of scenic painting artists in the country, they are bound to furnish paintings of quality, with prompt deliveries—the kind of service display men so keenly desire. Have you a copy of their catalog of "Quality Scenic Paintings"? It will be sent free on request.

* *

Ber-Zer's Features

Every display man is eagerly looking for the decorations fall will bring. The Ber-Zer Studio of Dayton, Ohio, are producing some very new and striking window paintings that will appeal to the up-to-now display man. They are constantly originating new paintings to make the window and interior displays more attractive, and are submitting this season for your approval two new creations.

The illustration shown here is a reproduction from one of their imitation tapestry paintings, which are particularly appropriate for opening displays.

Their advertisement appears on another page in this issue, and should not be overlooked. A card addressed to The Ber-Zer Studio, Dayton, Ohio, will place in your hand their new fall circular telling more about the paintings as illustrated above, and other new paintings that should prove very interesting.

This studio has supplied some of the foremost decorators with paintings, and their word will vouch for the quality and originality of their productions, and the moderately low cost.

* *

Palruba Floor Covering

An excellent and efficient substitute for hardwood floors has been provided and is bound to make a big hit with display men. It is known as "Palruba" and is an exact reproduction of the best hardwood flooring. This product is made with a strong burlap foundation, which is first filled on both sides with a substantial pigment. Then the upper surface is treated with pumice stone until it possesses a degree of smoothness that gives the coating an absolute evenness not found in printed linoleum. This smoothness adds to the wearing qualities of "Palruba," for the person stepping on the rug border glides over it and does not wear it down. It is easily laid and will wear for years. A coat of good floor varnish once a year will continue its life indefinitely. To clean it, use a damp cloth, or better still, polish with any furniture polish.

This new covering is manufactured by the Palruba Manufacturing Company, 24 West 23rd street, New York. Samples will be sent on request.

Models D and H

most popular for Attractive Show Cards, Signs and Display matter.

Permits use of colors of all kinds and produces from a line to a large spray. Paasche Air Brushes made in many sizes for all requirements

THE GREAT FAVORITES EVERYWHERE
ORDER YOURS TODAY and
INCREASE YOUR EARNING CAPACITY

PAASCHE
Famous 3-in-1
Air Brushes

Universally used by best Show Card Writers, Sign Painters, Decorators, Window Trimmers and Displaymen.

Greater efficiency, speed and durability assured with use of these Incomparable Tools.

Write us today for circulars

Paasche Air Brush Co.
1229 W. Washington Blvd. CHICAGO

Model "S"
is best for your large work.

Unequalled for Painting, Enameling, Bronzing Large Signs, Banners, Window Backgrounds, Refinishing Fixtures; Making old ones look like new.

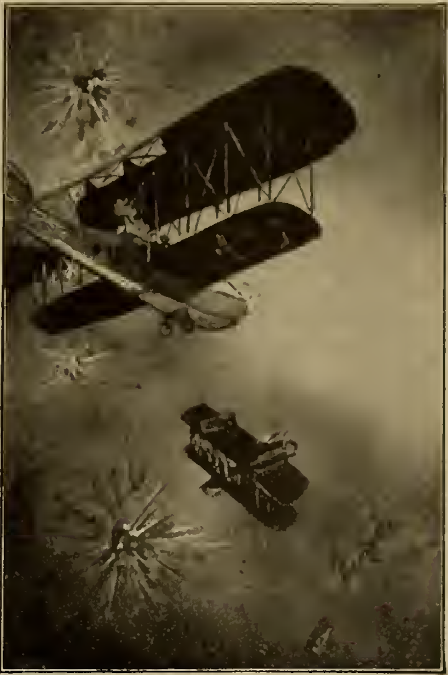
PRODUCES UNMATCHABLE EFFECTS
SAVES HOURS of HARD WORK

"PALRUBA" Floor Covering

A reproduction of a Hard Wood Floor made on BURLAP Body like Linoleum.
Can be used to decorate the Floors of your Show Window and will Harmonize with any display.
Made 72 inches wide.

Write For Samples

PALRUBA MFG. CO.
24 W. 23d Street NEW YORK



Ber-Zerize your windows.

WIN THE FIRST VICTORY In Your Town.

BER-ZER War-Time Scenic Paintings Will Perform a Mighty Service.

We are producing high Quality effective paintings of different War subjects. (Note illustration) in a bold, colorful style that will show the spirit of the times, and double the pulling power of your display.

HALT Don't delay getting one of these striking paintings in your windows at once. FOR QUICK ACTION send us your dimensions, and a suggestion of what subject you desire, such as Submarine, Old Glory, American Eagle Scenes, and we will submit our low prices.

New Circulars of New Paintin gs now ready. Write for them.

BER-ZER Studio, Dayton, Ohio

Every Display man who is in the "know" uses BER-ZER Decorative Paintings. We make them for all kinds of displays.

614

All who attended the Convention were benefited, as it was decidedly educational

To have our catalog on file will also prove instructive and you will be benefited by sending for it.

In connection with Modern carvings, we are now manufacturing carvings of the Adam, Louis XVI, Hepplewhite and all other profitable Periods.

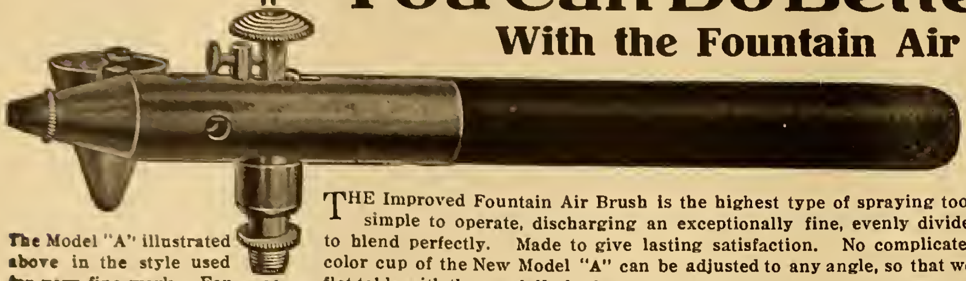
Write for sample and catalog today.

ORNAMENTAL PRODUCTS COMPANY
52 14th Avenue, Detroit, Michigan

630

You Can Do Better Work

With the Fountain Air Brush



The Original Pencil-shaped Air Brush

The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, **Chicago**

BRUSHES and SUPPLIES FOR SIGN and SHOW CARD WRITERS

A POOR BRUSH never works right — consequently you can't do your best work. Same thing applies to colors and supplies—Strong's Supply Catalogue contains only such things as have been proven satisfactory. We will not experiment on our customers—we do the "trying out" here and then sell such supplies as are best for each class of work.

Get Strong's Supply Catalogue — NOW

Selling as much as we do gives us the chance to buy in large quantities and demand best quality. We give this advantage to our customers. Our prices are absolutely right—send us a dollar—tell us the kind of work you do—we will send you the best and biggest $1.00 worth of Blue Handle Brand Brushes you ever saw. Let us send you our School Catalogue.

Detroit School of Lettering

1808 D. S. of L. Bldg. Detroit, Mich., U. S. A.

Your Show Windows

Backed by

D. & S. Novelty Papers

ARE SURE

BUSINESS GETTERS

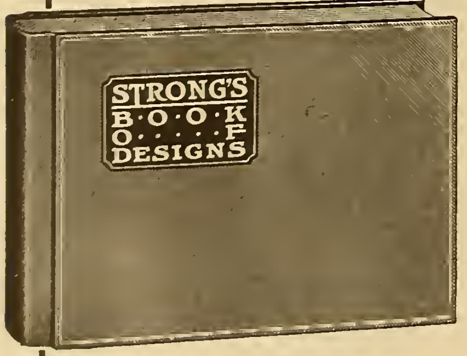
BEAUTIFUL and artistic effects can be secured.

Necessary accessories for fall trims, artificial flowers, baskets, Papier Mache items, vases, birds, etc.

Send for catalogue and make your selection early.

DOTY & SCRIMGEOUR SALES CO., INC.

74 Duane Street NEW YORK CITY



Handsomely bound Leatherette Cover. Size of cover 8½ x 10½, lettered in gold.

STRONG'S BOOK OF DESIGNS

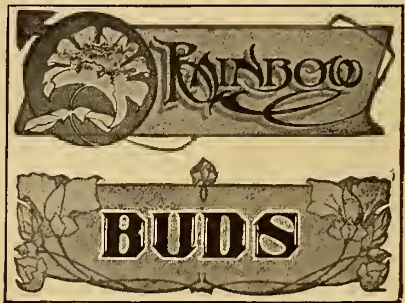
A Masterpiece of Ornamental Art, Contains Over 300 Designs,

200 IN COLORS

PARTIAL LIST OF CONTENTS

50 tinted air brush designs worth price of book alone: — Poster, Book Cover, Ribbons, Pen and Ink and Theatrical Designs, Flower and Ornamental Designs representing Mr. Chas. J. Strong's best efforts, ideas for Show Cards, New and Original Alphabets, Sign Ends and Hanging Signs, Letterheads, Business Cards, Scrolls and Panels, over 300 designs in all, 200 of which are printed in colors, cuts used in book cost over $4,000. They are printed on finest enamel paper.

The price of Strong's Book of Designs is only $3.50 Shipped Postpaid on Receipt of Price.



THE MERCHANT'S RECORD COMPANY, 315 Dearborn St., CHICAGO, ILL.

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

WANTED—Position as men's wear display man, card writer and advertising man, by young, clean-cut American. One who is capable of producing unusually attractive windows and cards, many of which have appeared in a leading journal on this subject, is desirous of communicating with a high grade men's wear firm willing to pay $50 weekly to one who is original, modern and capable. Address Box 302, care MERCHANTS RECORD & SHOW WINDOW.

WANTED—To hear from owner of good business for sale. Send description and cash price. Northwestern Business Agency, Minneapolis, Minn.

READ THIS—Decorators and Sign Writers. Make them yourself. Plaster Paris and Papier Mache Patriotic Shields and other ornamental designs. How to make the original model also the Gelative moulds. Large instruction book, half tone illustrations, embraces 39 subjects. Shows how to make plaster paris casts and modeling. Making Papier Mache designs, artificial marble, onyx, floor tile, Italian marble, hard composition for sign ornaments and dolls, rich panel moulding, show window ornaments. How to transfer colored and black pictures from magazines on to show cards. Making wood stains, etc. Full formula and instructions with each subject. Large instruction book including materials for casting and making moulds. Price $1.50, postpaid. The Irabar Co., Harrisburg, Pa.

WANTED—A window trimmer for a class, medium sized ladies' ready-to-wear specialty shop. He is also to collect and assist in selling when necessary. Albert Mendel & Co., 422 Central Ave., Hot Springs, Ark.

ADVERTISING MANAGER—Expert window trimmer and show card writer. High class man. Dry goods, ready-to-wear or department store preferred. Salary $40 per week. Open for position September 1. Desires personal interview. Address Box 304, care MERCHANTS RECORD & SHOW WINDOW.

WANTED—First class, experienced window trimmer, display man and card writer. Thirty years or older; must be married man. Position permanent to right party. Salary $25 to $30 per week. Kratzenstein Bros., Escanaba, Mich.

FOR WINDOWS AND BACKGROUNDS
Use Silk Plushes, Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies
Write for Samples and Prices
F. A. RAUCH & CO.
410 South Market Street, CHICAGO, ILLINOIS

USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased.

Order NUENAMEL by name. They are not all the same.

No. 1 outfit will clean and refinish 100 forms....$1.75
No. 2 outfit will clean and refinish 200 forms.... 2.50
No. 3 outfit will clean and refinish 300 forms.... 3.50
No. 4 outfit will clean and refinish 500 forms.... 5.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.

HARRISBURG WAX FIGURE RENOVATING CO.,
Catalog Free. 335 Crescent St., Harrisburg, Penna.

WAX FIGURES
Specialty Repairing and Refinishing
HIGH ARTISTIC WORK
Reenamel that Chipped Drapery Form better then new.
JULIUS BLUMENTHAL
166 No. State St. Chicago

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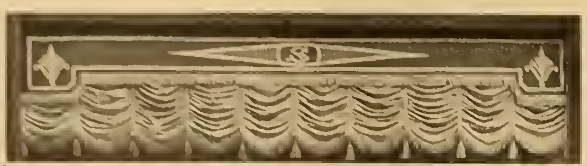

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Valances and Panels

Austrian Drape Shades a Specialty

Write today for our catalogue and prices

THE WINDOW DECORATIVE WORKS
1250 W. Fourth Street, CLEVELAND, OHIO

$7.00 FOR AN AIR BRUSH

That Meets Every Requirement

Patented March 6, 1917

Practical Air Brushes

—are used by all leading Cardwriters, Display Managers and sign shops, as well as many others, because they are PRACTICAL.

Write for circulars.

ECONOMY MFG. CO., - 4755-57 London Avenue, CHICAGO

THE MERCHANT

who wants to make his advertising more effective should read The Advertising World—a magazine of great help to the retail advertiser. $1 the year—and will pay for itself. A sample copy for 7cts. in stamps.

THE ADVERTISING WORLD
Dept. M. R., COLUMBUS, OHIO

USE OUR
"RELIABLE SECONDS"
IN
SHOWCARD BOARDS
(WHITE AND COLORED)
AND SAVE MONEY

Samples and prices cheerfully furnished upon application

DOUGLAS WRAY PAPER CO.
INCORPORATED

Largest Exclusive Dealers in Reliable Seconds in Cardboards

PRINTERS BUILDING CHICAGO

The **ART** *of* **DECORATING**

Show Windows and Interiors

This book is not the work of one man but is compiled from information furnished by more than one hundred of the leading window dressers of America.

410 PAGES (7¾ x 10¾)

of solid information on every subject pertaining to window dressing and store decoration.

It you want to know the latest and best methods of Displaying Every Sort of Merchandise you will find this book indispensable.

THERE ARE 618 ILLUSTRATIONS including special backgrounds, mechanical displays for all occasions, special feature displays for every season and every occasion. Diagrams and working drawings show how to build all kinds of mechanical and electrical displays.

The following are a few of the subjects treated of fully in this book: How to plan displays and select goods—How to construct frame work—How to drape—How to create perfect backgrounds—How to paint scenic backgrounds—How to make your own fixtures and use them—How to decorate for all national holidays—How to trim ledges and interiors—How to make plaster casts—How to clean and repair wax figures—How to make decoratives and flowers—How to do hundreds or other things in connection with store decoration.

There is no other book like this. It is of the utmost value to the merchant or decorator. It is indispensable to the most experience trimmer as well as the beginner.

Price $3.50 a Copy Shipped, Prepaid, anywhere upon receipt of Price

SPECIAL COMBINATION OFFER For $5.00 (Foreign countries, $6.00) sent us, we will ship prepaid a copy of this popular book and will give you a receipt for one year's paid subscription to Merchants Record and Show Window. No matter when your subscription is paid to, we will advance same one year from any date. Take advantage of this liberal offer AT ONCE.

THE MERCHANTS RECORD CO., 431 S^o Dearborn Street
CHICAGO

Always send Draft or Money Order (not Check) when ordering.

ATTENTION!

WINDOW DISPLAY MANAGERS

No. 4070 MAIDENHAIR FERN BRANCH

My latest improvement on fireproofed maidenhair ferns and beech branches renders them juicy and fresh looking, but they will not dry out nor drip in any climate.

If my samples, which I have sent you by mail, have not reached you by this time, please drop me a postal.

I have also succeeded in making palm leaves, **transparent** in green. Prices upon request. Guarantee no dripping and no curling up.

Maidenhair Fern Branches No. 4070 and No. 4069, are made of natural prepared maidenhair fern leaves, imported from Australia and preserved in our factory in Brooklyn. These branches can be had in any solid color as yellow, green, red, orange or leather brown, or if not especially mentioned, we will furnish these two numbers in rich, luxurious fall colors, as yellow, orange, red, green and leather brown assorted on each branch.

These ferns are guaranteed fireproof and do not shrivel up, will not get wet or moist, nor even drip, on the sea level or any low temperature. Remain the same in any climate.

No. 4069 and No. 4070 are both furnished in the same size, 24 inches by 36 inches.

No. 4069 Maidenhair Fern Branch, without foxtails, per dozen - - -	**$ 9.00**
No. 4070 Maidenhair Fern Branch, with foxtails, as illustrated, per doz. branches -	**15.00**

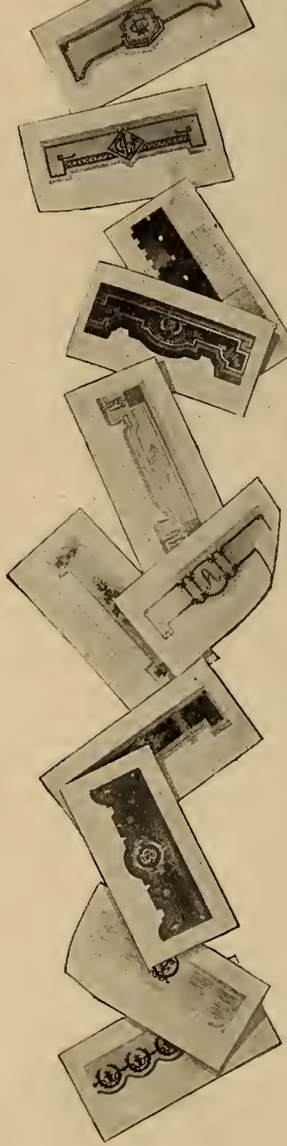
I have also succeeded in *preparing natural Kentia Plants.* Everybody knows how hard it is to keep natural kentia plants alive; they will soon wither and will have to be sent back to the greenhouse. If you have a good plant, you can pull them out from the pot, shake off the earth and send the plant, root and all, to my factory, 250 Moffatt St., Brooklyn, N. Y.; I will perpetuate this plant in green and return it to you; price according to the size of plant and number of leaves. This plant will certainly make a rich effect in red for Xmas. *Bear this in mind.*

My fall catalogue, which contains a full line of artificial and natural prepared foliage and imported flowers, will be mailed by July 25th. If not in your possession by that date, please ask for one.

Please address all correspondence to

Frank Netschert

61 Barclay Street
New York City



Show Window Valances

Your show windows give the first and most important impression of your establishment. They are the keynote of your prosperity and you owe it to yourself and to your business to make them as attractive and profitable as possible.

Well designed and carefully made valances, impart an air of warmth, dispel the harsh commercial aspect of the store front and elevate the tone of the whole establishment.

Aside from the decorative value of valances, they provide an excellent means of concealing window reflectors and are infinitely more distinctive than painted signs.

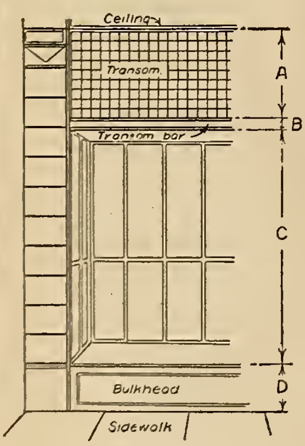
These beautiful draperies can be made in any combination of colors and fabrics and at prices you can well afford to pay.

Our Folder of Valance Designs

(In Actual Colors)

Will be mailed to you without charge or obligation if you will detach and send us the measurement blank below.

A sketch or photo of your store front will help us in making intelligent recommendations for your windows.



(a) Height of Transom Glass............Ft..............Ins.
(b) Width of Transom Bar..............Ft...............Ins.
(c) Height of Window Glass............Ft............Ins.
(d) Height of Bulkhead................ Ft..............Ins.
Is Ceiling of Window at Transom Bar or at Full Height of Store?..............................
Are Window Reflectors Installed at Transom Bar or Ceiling?.......................... ....
If Lettering or Painted Signs are Used on Window Glass, Give Position of Same.....................
If You Use Monogram or Trade Mark, Send Illustration of It.

NOTE—On separate piece of paper draw rough floor plan of your store front, showing relative position of windows and and width across front glass of each.

NAME..

CITY.. STATE...............................

Curtis-Leger Fixture Co.

237 W. Jackson Blvd.
Chicago

VOL. XLI SEPTEMBER, 1917 No. 3

MERCHANTS RECORD
AND SHOW WINDOW
J Smith Store
Ye Olde Time Store
CHICAGO

"NORWICH"

True to Life Wax Figures

Represent the highest type of the modelers art.

WE are specializing in figures to represent the refined type of beauty for which we find there is an increasing demand.

Send for our Wax Booklet which shows a number of our latest models, also our Catalogue with a complete line of display equipment.

NORWICH

NORWICH NICKEL & BRASS CO.
NORWICH, CONN.
Salesrooms
NEW YORK
712 Broadway
BOSTON
26 Kingston St.

NORWICH

Distinguished Decorations

For many years the definite purpose of this house has been to give satisfaction; to be first with the new things; to supply you with worthy, high class goods at the lowest possible prices; to give better service than others and to protect you against disappointments.

How well we have accomplished this purpose is indicated by the growth of our house.

For the coming Fall and Holiday seasons we believe we have the largest, the best selected and most varied line of store and window decorations in America.

We know that our prices are right and that our service is good.

Write now for our 1917 Christmas catalog. You will find in it many suggestions of value.

For Resale We are offering a large variety of flower baskets at prices that will make them ready sellers in any fancy goods department. The baskets themselves are unusually handsome and the flower arrangements will be approved by the most critical. Prices from $7.50 per doz. to $18.00 per doz.

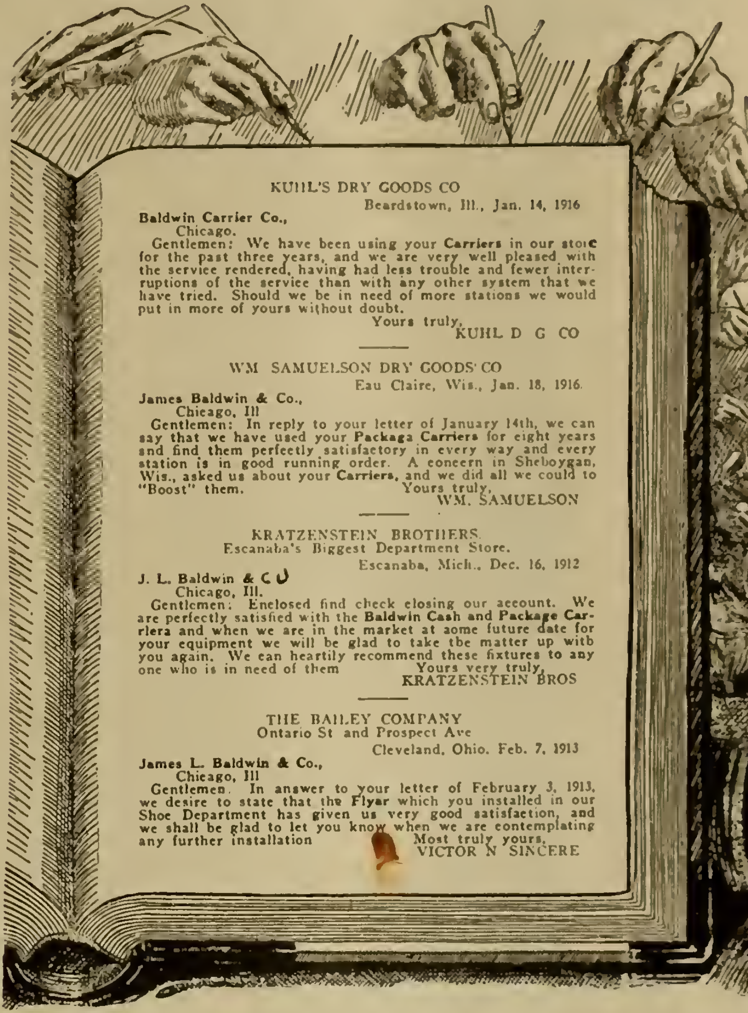
The Botanical Decorating Co., 208 W. Adams St., Chicago

Manufacturers of Artificial Flowers and all Store Decorations.

A PAGE FROM OUR BOOK OF SATISFIED USERS

We have hundreds and hundreds of such letters. This is an assurance to you that the Baldwin carriers will serve your purposes most satisfactorily.

Read These Letters



KUHL'S DRY GOODS CO

Beardstown, Ill., Jan. 14, 1916

Baldwin Carrier Co.,
Chicago.

Gentlemen: We have been using your **Carriers** in our store for the past three years, and we are very well pleased with the service rendered, having had less trouble and fewer interruptions of the service than with any other system that we have tried. Should we be in need of more stations we would put in more of yours without doubt.

Yours truly,
KUHL D G CO

WM SAMUELSON DRY GOODS CO

Eau Claire, Wis., Jan. 18, 1916.

James Baldwin & Co.,
Chicago, Ill

Gentlemen: In reply to your letter of January 14th, we can say that we have used your **Packaga Carriers** for eight years and find them perfectly satisfactory in every way and every station is in good running order. A concern in Sheboygan, Wis., asked us about your **Carriers**, and we did all we could to "Boost" them.

Yours truly,
WM. SAMUELSON

KRATZENSTEIN BROTHERS
Escanaba's Biggest Department Store.

Escanaba, Mich., Dec. 16, 1912

J. L. Baldwin & Co
Chicago, Ill.

Gentlemen: Enclosed find check closing our account. We are perfectly satisfied with the **Baldwin Cash and Package Carriers** and when we are in the market at some future date for your equipment we will be glad to take the matter up with you again. We can heartily recommend these fixtures to any one who is in need of them

Yours very truly,
KRATZENSTEIN BROS

THE BAILEY COMPANY
Ontario St and Prospect Ave

Cleveland, Ohio. Feb. 7, 1913

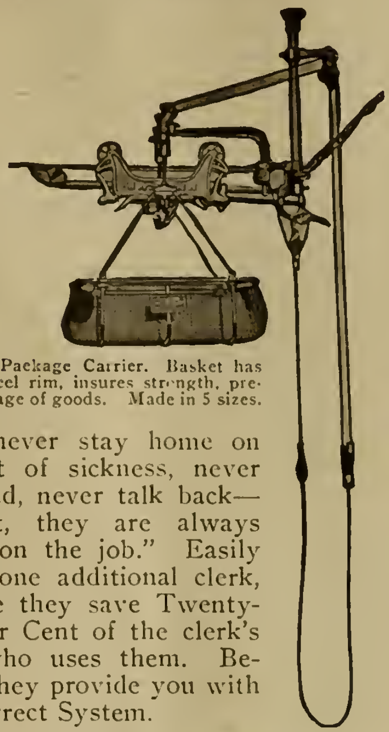
James L. Baldwin & Co.,
Chicago, Ill

Gentlemen. In answer to your letter of February 3, 1913, we desire to state that the **Flyar** which you installed in our Shoe Department has given us very good satisfaction, and we shall be glad to let you know when we are contemplating any further installation

Most truly yours,
VICTOR N SINCERE

Our 1917 Models

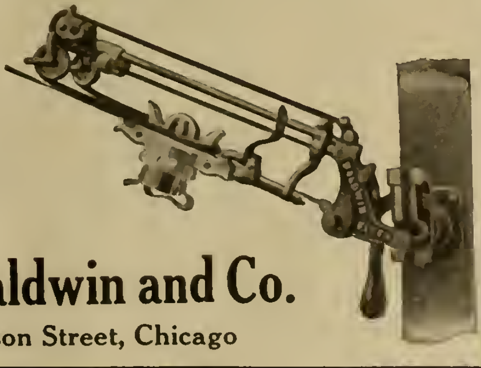
are the very latest refinements in Cash and Package Transmission.



No. 17 Package Carrier. Basket has pressed steel rim, insures strength, prevents damage of goods. Made in 5 sizes.

They never stay home on account of sickness, never get tired, never talk back—in fact, they are always "right on the job." Easily worth one additional clerk, because they save Twenty-five Per Cent of the clerk's time who uses them. Besides, they provide you with the Correct System.

Baldwin Carriers are the result of twenty-five years' experience specializing in wire line carriers. As specialists we can serve you BETTER.



James L. Baldwin and Co.
852 W. Madison Street, Chicago

Either of These Carriers Are Real "Live Members" for Your Sales Force

USE THIS COUPON

James L. Baldwin and Co.
352 W. Madison Street, Chicago

Please send me full information about

☐ Cash Carriers.
☐ Package Carriers.

Name ....

Town ....

State ....

Size of Store..............................

ONYX PAPER

A new, practical and ideal paper for original and effective and artistic window trimming

Plan now to use it for your

Fall Opening Windows

¶ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

¶ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

¶ Now being used with splendid results by leading display men throughout the country.

¶ In stock in convenient size in many different colors and patterns.

Illustrated Booklet

Contains new and original background ideas. Also complete line of samples of all the different patterns of Onyx Paper. Sent free of charge. Write for one today.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.

WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +
Experience, Service, Satisfaction
and
Reliability
Send For a FREE New Catalogue

Polay Fixture Service Inc.
519-521 N. Halsted St. CHICAGO, ILL.

No. 80

ENAMELED POSTURE FORM No. 80. This is a high grade form of superior workmanship finished in the finest quality enamel. Suitable for dresses, suits, waists, etc. The form stands in a very graceful position and gives a very natural and lifelike effect to the garment. Price $15.00

Established 1898

Another of Our GUARANTEED Enameled Forms

IN using the word Guaranteed we indulge in no empty phrase.

We are ready to make good our claims.

Our customers know that our Enameled Forms are superior in every respect to what is usually put on the market under the name of enamel.

You will find that our prices are lower by comparison with other makers of reliable forms.

Send for our latest booklet on forms and display fixtures.

Co-Operative Display Fixture Co.
143 Grand St. New York

We are in position to take care of rush orders for fall opening.

FRENCH WAX FIGURE COMPANY

70 West Water Street MILWAUKEE, WIS.

American Merchants Syndicate Building
153-9 East Superior Street, Chicago, Ill.

202 East Fourth Street, Los Angeles, Cal.
15 West 9th Street Kansas City, Mo.

We Are Not Afraid to Publish Prices

We Undersell All of Our Competitors

No. 321

No. 323

No. 324

No. 325

No. 5302

No. 5263

		Dozen	Gross
321	Wild Vine, a beautiful autumn effect	$1.00	$10.00
323	Grape Vine, in autumn shades	1.00	10.00
324	Grape Vine, in autumn shades, with 2 clusters of grapes	4.80	48.00
324A	Grape Vine, same as above without grapes	1.40	14.00
325	Grape Vine, a beautiful large green leaf, finely veined	$1.40	$14.00
5302	Ivy Vine, in autumn colors, very effective	1.00	10.00
5263	Wild Grape Vine of nine beautiful large autumn shaded leaves	1.35	13.50

No. 5006.

		Doz.	Gross
5006	Chrysanthemum Vine of three large chrysanthemums, flowers may be had in any color	3.00	30.00

Send for Fall Catalogue, illustrating our Decorations in natural colors.

If you want attractive Fall Displays use our Quality Decorations and Artificial Flowers.

Write for Catalogue

L. Baumann & Company

LEADING IMPORTERS AND MANUFACTURERS
357-359 W. Chicago Ave.
Chicago, Ill.

DOMESTIC FIREPROOF BEECH BRANCHES

30 to 36 inches long, in green, tan or red.

For 10	$ 1.80
For 100	12.00

Beech Branches can be used to the best advantage for interior decoration with some loose flowers put in here and there. A good post decoration.

OAK BRANCHES

(Fireproof)

Beautiful natural preserved branches, colored green, tan or red.

For 10	$ 1.25
For 100	11.00

"What a Beautiful Show Case"

That's your first impression of an Illinois Case. Yet beneath this surface beauty are hidden qualities that can spring from but one possible source—honest endeavor.

This explains why Illinois cases retain their sightliness with just average care, for time indefinite.

Let us tell you more about them.

There is a case for every requirement.

Illinois Show Case Works
1729-37 North Ashland Ave., CHICAGO

NA-DE-CO

VALANCES, PANELS and DRAPE SHADES

permit you to achieve the highest class result in your window settings for merchandise display

Be sure and visit our New York Salesroom and see the extent and completeness of our fall lines

234 Fifth Ave., Corner 27th St.
New York City

Write today for catalog R and sample plushes
Live Salesmen wanted

National Decorative Co., Inc.
Designers and Manufacturers
Valances, Panels, and Drape Shades, Plushes and Velours
CAMDEN, NEW JERSEY

FELDMAN'S HUMANIZED Wax Figures

are the last word in the art of Sculpture. Truly, almost speaking likenesses of living models from which every figure is modeled.

In addition to their attractive appearance, Feldman's Wax Figures are made right. The head is securely fastened to the form by a metal screw which cannot become loose with handling or wear. The arms are attached by means of a revolving socket that permits adjustment at any angle.

Send for catalog and full descriptions

Manufacturers of
Display Forms Wax Figures
Metal and Wood Fixtures

Feldman Fixture Company
24-26 West Thirtieth Street NEW YORK

BUY SUPERIOR FIXTUERS FOR FALL

This very practical form can be used in the show window or in the cloak room. Attractive metal or wood base. Bust in latest flesh colored Cello-Enamel finish; guaranteed washable.

Special Price $10.00

No. 83

A Victory for Superior Fixtures

At the recent Window Display Convention in St. Louis our fixtures demonstrated their superiority through being bought by such firms as **The Famous Barr**, and **Nugents**, two of the largest department stores in St. Louis. This is an assurance to you that you can make no mistake in buying Superior Fixtures.

Our Line Is Complete

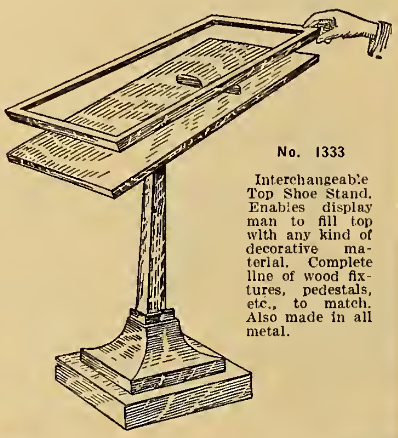
We are one of the very few firms in the United States that can outfit your windows complete. We have wood or metal fixtures, forms and wax figures, valances and window lighting.

We also have such store equipment as racks, show cases, store lighting, etc.

Visit Our Show Room

Our show room is designed with actual show windows in which fixtures can be placed so that you can decide which are best suited for your windows.

Write for our Catalogue



No. 1333

Interchangeable Top Shoe Stand. Enables display man to fill top with any kind of decorative material. Complete line of wood fixtures, pedestals, etc., to match. Also made in all metal.

The Superior Brass Fixture Co. 318 West Jackson Boulevard, Chicago

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Our New Catalog

Showing advanced Ideas in

DISPLAY EQUIPMENT

Ready For Distribution

September 15th

Favor Us with Your Request

The Barlow-Kimnet Co.

724 Broadway N. Y.

Factory: Holyoke, Mass.

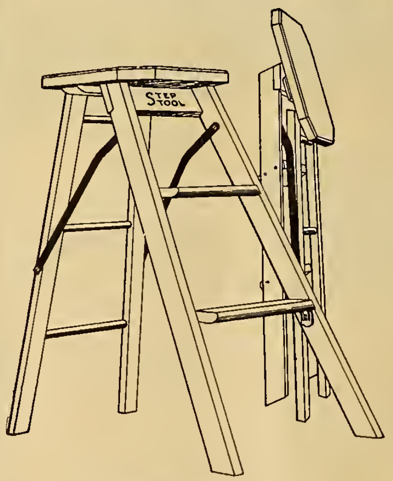
Boston 20 Oxford St.

Goodform

TRADE MARK

Window Display Fixtures

"ALL CONNECTIONS METAL"



Every Display Man should have one.

Write for new circular

Order one Today

GOODFORM STEP STOOL

A handy Stool for behind counters; also invaluable for use in window. Height from floor, 25 inches. Standard varnish finish.

No. 13 Octagon Top Step Stool. Price, each - - - $1.00

HINCHER MFG. COMPANY, of INDIANA

305-311 South Fifth Avenue, Chicago, Ill.

—Proven and Conceded:

THAT the Adler-Jones Artificial Flowers and Decoratives are recognized by all leading displaymen as unsurpassed in artistic beauty and adaptability, *is proven*—

Mr. **M. J. B. Tennent**, display manager for Meier & Frank, Portland, Ore., won the most prizes at the St. Louis Convention of Displaymen, **with the use of Adler-Jones Goods.**

Mr. **Carl Ahlroth**, display manager for The Union Co., Columbus, Ohio, won first prize in class 11 **with the use of Adler-Jones Goods.**

Mr. **H. B. Martin**, display manager for Duffy Powers Co., Rochester, N. Y., won first prize in class 12, **with the use of Adler-Jones Goods.**

That Adler-Jones Artificial Flowers and Decoratives are the greatest help to successful decorating ***is conceded*** by every user of their goods.

ADLER JONES SERVICE

TO all displaymen who so cordially encouraged us in the development of our line in the direction of artistic effects, we most heartily extend our thanks.

The Adler-Jones Co.

333 South Market Street CHICAGO, ILL.

Rosenfield Jewelry Company, Oklahoma City, Oklahoma.

CAREY Ceil-Board SUPERSEDES PLASTER FOR WALLS AND CEILINGS

Two years after making this installation the proprietor of the Rosenfield Jewelry Store at Oklahoma City wrote:

"I used Carey Ceil Board in the construction of my Grafanola demonstrating rooms and I am highly pleased with the results. The acoustics are excellent, the Ceil Board is handsome in appearance, and the walls are practically sound-proof."

Before making partitions, ceilings, wainscots, or window backgrounds write for our book on Ceil Board for Stores.

THE PHILIP CAREY COMPANY
1030 Wayne Ave., Lockland, Cincinnati

The Oscar Onken Co.
Display Fixtures and Store Equipment

New Creations in the Onken Line

YOU SHOULD SEND FOR THIS CATALOG

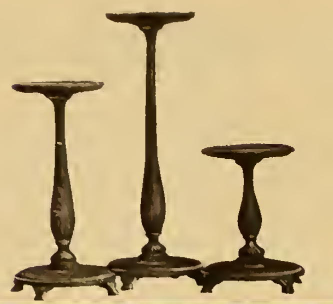
Every Merchant or Window Trimmer Owes it to Himself and His Business to have this 224 p. Catalog of

Wood Display Fixtures and Store Equipment

This is the most comprehensive and instructive Catalog of its kind ever printed—many of the pages, showing actual window trims, will be of great value to the window trimmer. Many new ideas in Store Equipment will interest the Merchant. This book will be sent to Merchants and Trimmers writing for it on the firm's stationery.

Our New Line of Show Window Screens or Back Grounds, bring out any special grouping to which particular attention is desired

The Oscar Onken Co., 3737 4th St., *Cincinnati, O.*



Make Buyers Out Of Passers By

Our catalogs are full of merchandising plans and ideas that will help you to make your windows produce sales.

The pedestals shown above are completely described in our wood fixture edition which will be sent you upon request.

Write for our catalogs today and let us assist you to increase your profits by attracting the attention of buyers with the best fixtures built in America.

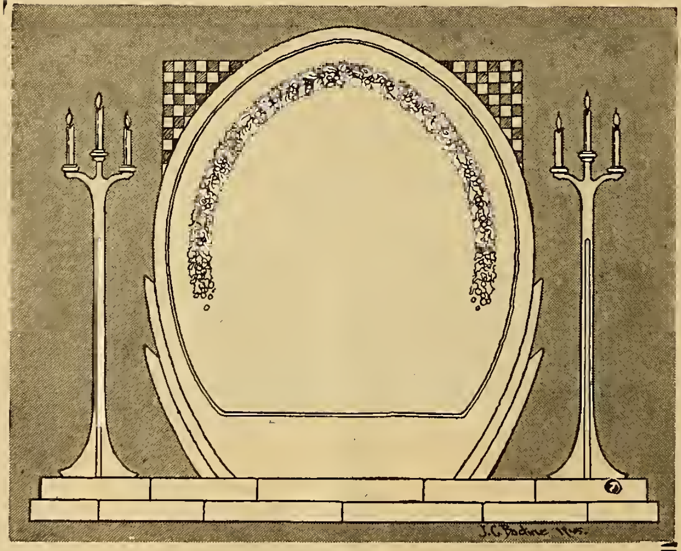
HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN

NEW YORK SALESROOM
35 W. 32nd. STREET

CHICAGO SALESROOM
234 S. FRANKLIN ST.

Holiday Backgrounds of Compo Board

Compo-Board, the old original and reliable, is the favorite with expert designers and leading display men. These are the men who know from experience what is practical and best for their varied uses. The very nature of **Compo-Board** makes it available for any sort of use for window backgrounds and store interiors.



Compo-Board Background Design, by J. Clarence Bodine

Compo-Board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

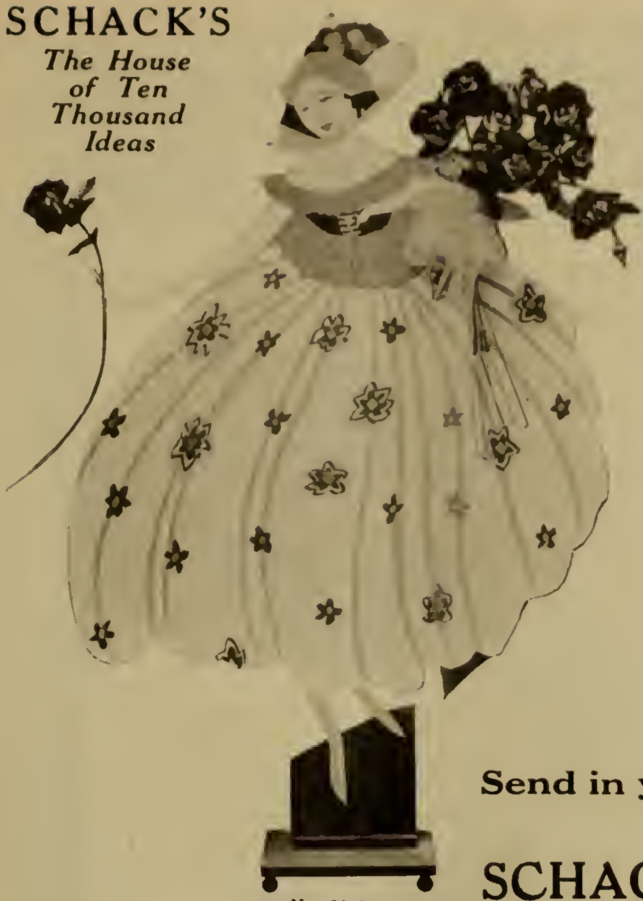
Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. **Compo-Board** is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book which is printed on the best of paper and tells in an interesting way all about **Compo-Board.** Send for sample and copy of this book, it's free.

Compo-Board Co.
1404 LYNDALE AVE. NORTH
MINNEAPOLIS, MINNESOTA

SCHACK'S

The House of Ten Thousand Ideas



No. 2249.
Vogue Art Fashion Girl.

HUNDREDS OF NEW DECORATIVE IDEAS

contained in

Schack's New Flower and Suggestion Books

We want every reader of this advertisement to send for these Two Wonderful Books and learn all about the **New Poster Cut-Outs, Vogue Draping Stands, New Lattice Effects, Embossed Metallic Ornaments, Tif-na-Tone Flooring, Papier Mache Peacocks and Fruit Garlands.**

These two big books will prove a wonderful help in planning your store interior and window decorations. Send in your name today and get these two books **Free.**

No. 2249. Vogue Art Fashion Girl

Flat wall board cut-out, painted in any color dress pattern you desire in the design shown. Comes 5 ft. tall and 2 ft. 6 in. tall. Rights or lefts.

Large size	$8.00
Small size	2.00

(Rose Bouquet Not Included.)

SEND IN YOUR ORDER NOW

Send in your name at once and get these Two Wonderful Books Free!

SCHACK ARTIFICIAL FLOWER CO.
1739-41 Milwaukee Ave. CHICAGO

CARTERS FAMOUS GREENS *for* Fall Displays

Nearly every one is using nature's greens this fall. It is not necessary to remind you of the wonderful attractiveness of fresh, green smilax for showing off to advantage your fall displays of merchandise. Let me serve you as follows:

The above illustration shows just a corner of our shipping department. On these beautiful Fall days everything is handled out in the open where we are all right close to nature. Exceptionally fine crop this fall.

SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.

Case No. 1 contains 600 sq. ft.	Price	$4.50
Case No. 2 contains 400 sq. ft.	Price	3.50
Case No. 3 contains 300 sq. ft.	Price	3.00
Case No. 4 contains 200 sq. ft.	Price	2.50

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price, per dozen		$1.25
Per 100		7.00
Chamaerop Palm Crowns	Per doz.	2.00
Chamaerop Palm Leaves	Per 100	2.50
Sabal Palm Leaves, the large kind	Per 100	2.50

MAGNOLIA FOLIAGE

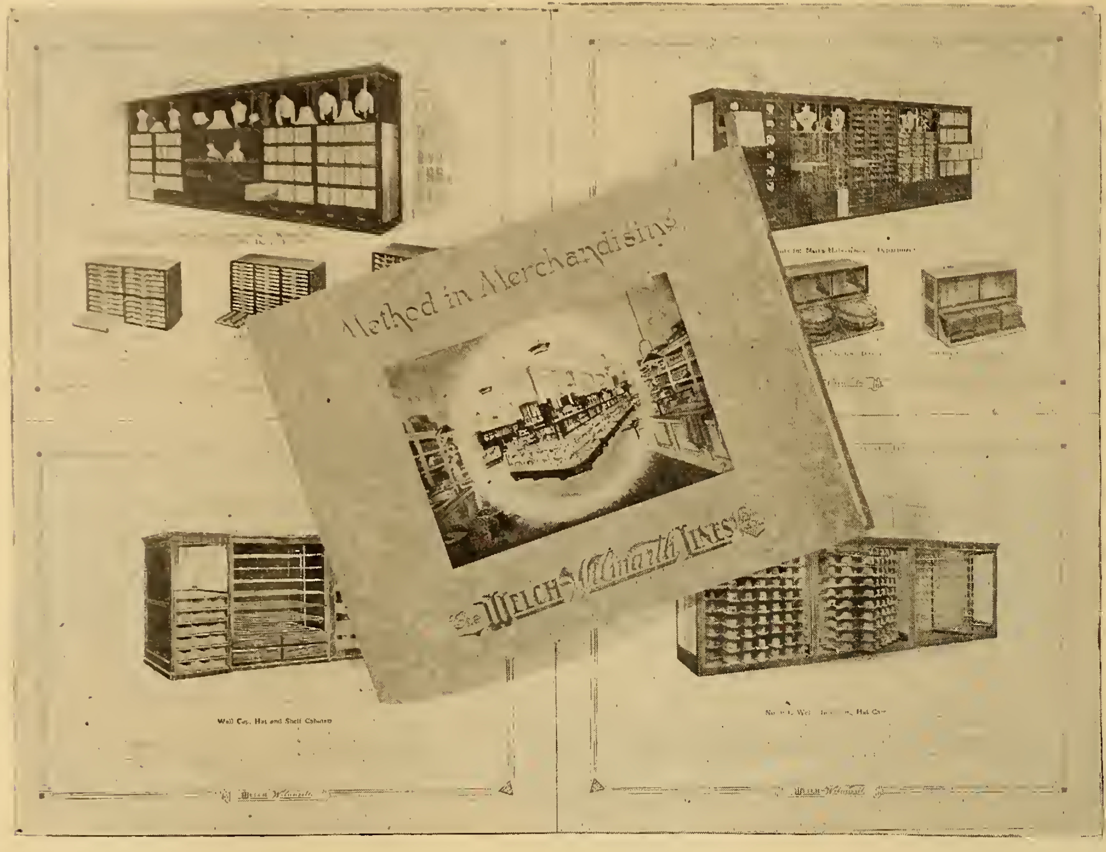
Very fine in decoration, put up in same size cases as Smilax, at same price.

Gray Moss, per sack of 15 lbs.	$2.00
Fadeless Green Sheet Moss, free from trash or sticks, per sack of 100 sq. ft.	4.00

Laurel Festooning, Heavy Grade, 6c per Yard

Geo. M. Carter
Evergreen Alabama

The WELCH-Wilmarth LINES of Grand Rapids



THIS IS IT!

That "Method in Merchandising" book we have been mentioning in our advertising for a month or two. It is now out, and we will be glad to send a copy to any merchant who is interested in meeting and beating the difficulties entailed by the war. It is a handsome volume, the most comprehensive book of its kind ever issued. Asking for a copy doesn't entail any obligation on your part, but it is too expensive to send broadcast, so requests for a copy must be made on your own business stationery.

Welch Manufacturing Co. **Wilmarth Show Case Co.**
7 Lyons Street GRAND RAPIDS MICH. 1524 Jefferson Ave.

CHICAGO, 233 W. Jackson Blvd. NEW YORK, 20 West 30th St. BOSTON, 21 Columbia St. ST. LOUIS, 1118 Washington Ave. PHILADELPHIA, 123 No. 13th. St. PITTSBURGH, 701 House Bldg. MINNEAPOLIS, Hennepin at Fourth. DES MOINES, 402 Court Ave. HELENA, MONT., 106 Grand Ave. ROANOKE, VA., 212-214 Terry Bldg.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLI
NUMBER 3

SEPTEMBER, 1917

Single Copies
Twenty-Five Cents

THE WINDOW DECORATOR

The Successful Display Man Must Possess Natural Fitness For The Work—Splendid Opportunities Are Open For Men Thus Fitted—Some Pointers Gathered From Experience

Robert Fuellerman

TO arrange an effective window display requires a sense of the artistic, and for this reason the successful display man must necessarily possess natural fitness for the work. Like artists, display men must be born with an instinctive ability to create and execute ideas in the arrangement of merchandise in a window so that the display presented will hold the attention of observers and inspire interest in the goods shown.

The impression made upon the people who view a window determines the pulling power of the display and this is particularly true with regard to women's wearing apparel. If the display strikes the right note of interest it will bring customers into the store and thereby accomplish its purpose. The display man therefore must constantly endeavor to devise means of enhancing the attractiveness of the exhibits.

The display field offers splendid opportunities to young men who are fitted to take up this line of work, but success is not to be had without conscientious effort. In my own case, I worked hard for a number of years before I attained my success and I shall work many years more and still feel that I have much to learn.

Three or four years under a successful decorator is a good apprenticeship and every young man should have that much training before he announces himself.

In my opinion the best windows are those having solid mahogany background with no pillars or posts to mar the good effect. In the windows built with mirror backgrounds, it is very difficult to get an effect, for one must be careful that the backview of the trim is not reflected. The better grade stores are eliminating the mirrors entirely and using only the background of wood.

A good fixture boy is essential to a window decorator. He cleans, polishes and does errands. In time, if he has the right instincts he, too, may become a window decorator.

The first step in window dressing is to insure absolute cleanliness. A window must be cleaned much as a housekeeper cleans house. Everything must be thorough. Then a clean floor must be laid, for that is the most important item. An untidy floor spoils the display and a pin has been known to mar an otherwise successful effect.

Then there is the background. If a display man hasn't good fixtures, he may as well give up his job for he cannot arrange a good window without them. A good decorator does not use many fixtures, however, and he makes most of them himself. He must be a good carpenter, painter, electrical worker and general handy man. He must have an eye for color, be able to work out color schemes, have a good taste in picking out merchandise and know what to pick out for various times of the year. He should know when to show different lines.

If a decorator is given full sway, he can do the best work. He is naturally handicapped if he must substitute something that isn't quite "right" for something he really wants to use. He is more inclined to be economical with stuff if he gets what he needs than if he has to spend time to argue over the question.

My experience has been that it is best to go direct to headquarters and say: "How much will you spend for an autumn display?" Then I draw up plans to see just how much it will cost, and submit my plans to the head of the firm.

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SIMPLICITY IN DISPLAY

Simple Displays Always Gain Public Approval—Aim To Place In Your Windows Something Different, Something Showing Life

Carl W. Ahlroth

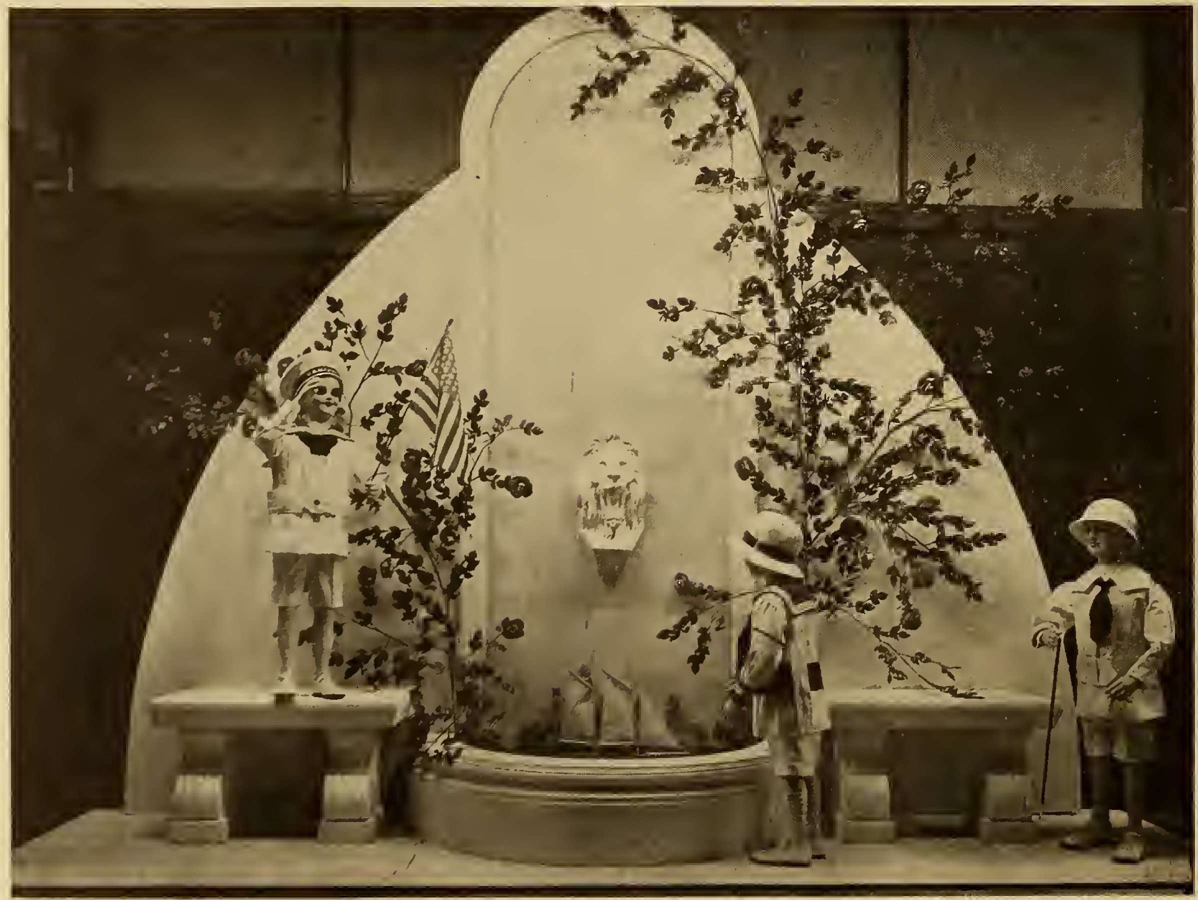
DISPLAYS with a kick always gain public approval. What I mean with a kick is something that pertains to a simple, natural idea—something a little different than the stiff, ordinary displaying of merchandise—something that gives life to a display. Take the boys' window display, for instance. A little fellow is sailing a boat in a fountain; there was real water in the fountain; this meant something original and natural.

In the bathing suit window, which was awarded a first prize at the big I. A. D. M. convention recently held in St. Louis, your attention is called to the different treatment given this sort of a display. In most cases display men use scenic beaches with sand floor et cetera, and it is here that I vary my display from others. The distance in center scene gives you a seashore, but in the foreground you find a very beautiful and original setting—the round gravel enclosure conforms with the scenic back, and the stone bird bath fits in perfectly. The minature bathing figures placed on the rim of the bird bath gives the realism of real effect, as the bath was filled with water, and green foliage and ferns completed each side of the setting in which two bathing suits on wax figures were used.

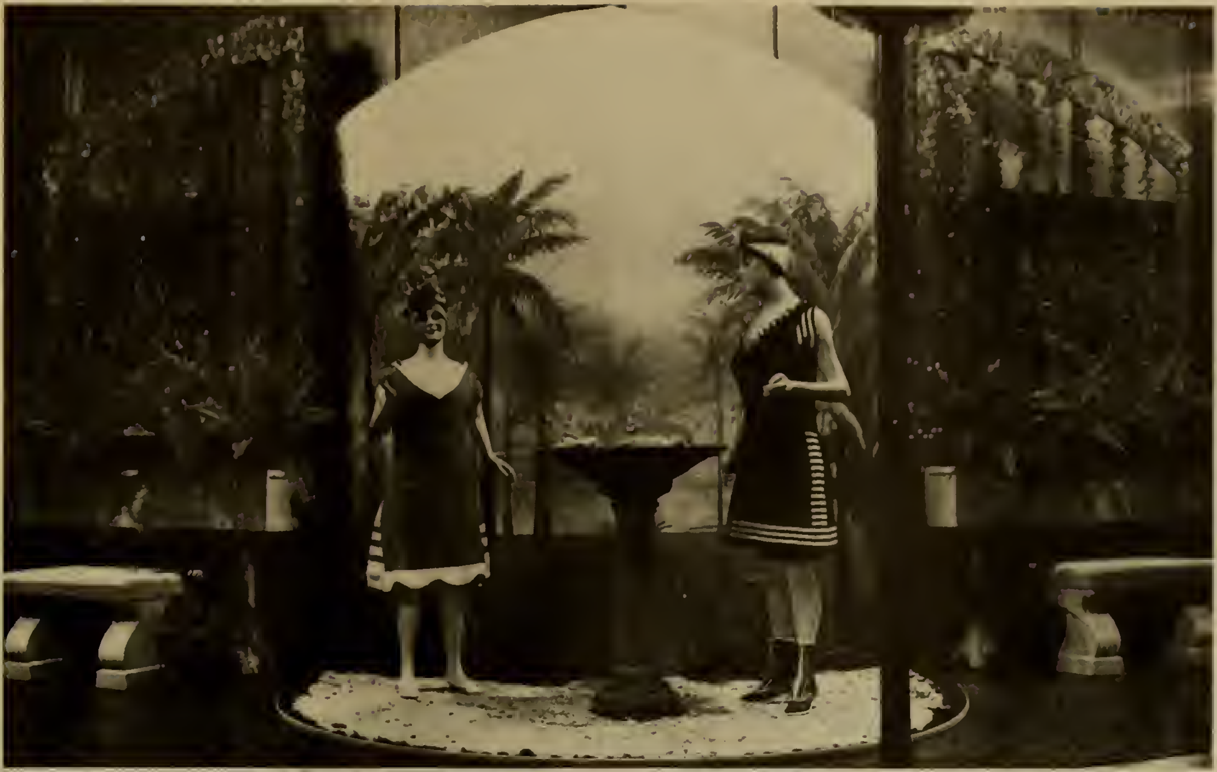
Simple thoughts put into display will usually give wonderful results. Take the military display for an example.

In the distance you see the soldiers' tents and in the foreground is the officer's tent. Note the telephone and telegraph instruments on the officer's table. In this display the officer is operating the telegraph while the private is shown standing at attention. The natural pose of figures and the realistic floor of moss with our flag in the foreground with proper scenic background made this a beautiful and realistic patriotic display. The superfluous decorative treatment that is so generally given a window of this kind is absent, and in my opinion, and I dare say in yours also, this simple treatment results in a clean, forceful display.

In my clothing displays I make it a strict rule that not a wrinkle shall be seen on any garment displayed. Secondly, that each article shall be shown as it is worn, so far as it is possible to do this. Sometimes a little fancy unit of hats and trousers, or canes and gloves



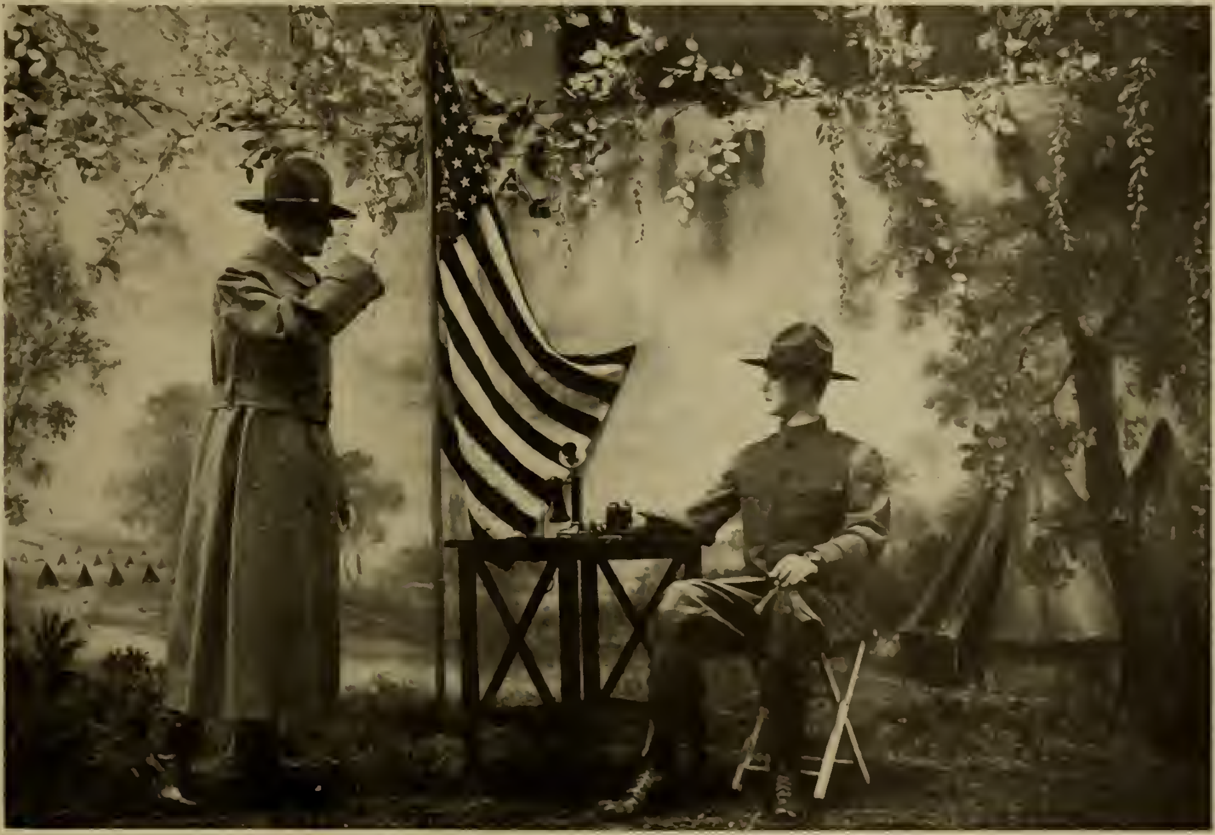
DISPLAY BY CARL W. AHLROTH FOR UNION CO., COLUMBUS, OHIO



1ST PRIZE DISPLAY BY CARL W. AHLROTH, COLUMBUS, OHIO

lends a decided touch of the artistic and gives the display that finish greatly desired. Make your clothes show up clean against the natural wood background for real results. Velour and flowers are effectively used to give the artistic finish to the display of clothing.

In displaying women's ready-to-wear I use accessories that conform perfectly with the garments displayed, also using fancy backgrounds of color combinations that are in direct keeping with the color of the merchandise.



DISPLAY BY CARL W. AHLROTH FOR UNION CO., COLUMBUS, OHIO

I find that the success of all my work is due to the placing of early thought on what particular displays I am going to make. Sometimes I spend weeks thinking of some subject and then when I am ready I go ahead and put my thoughts into action, working out every little detail with precision according to my own idea.

It would not be a difficult task for me to fill a book on the subject of window displays, but space does not permit, so I will conclude this little article with what I consider my best bit of advice to fellow display men:

Do not get discouraged, for you always improve with experience and practice, but remember—cut out the "gingerbread"—go after the simple, clean cut ideas and you will be surprised at the speed you will be making toward the top of the ladder in the display man's profession. Remember, simplicity is art.

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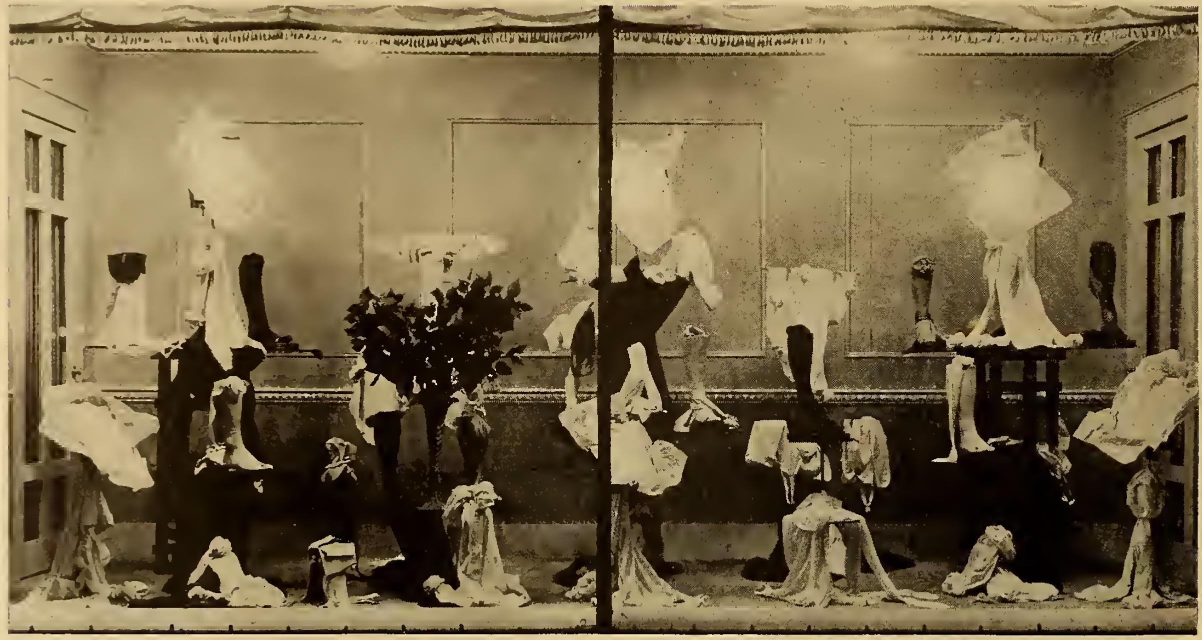
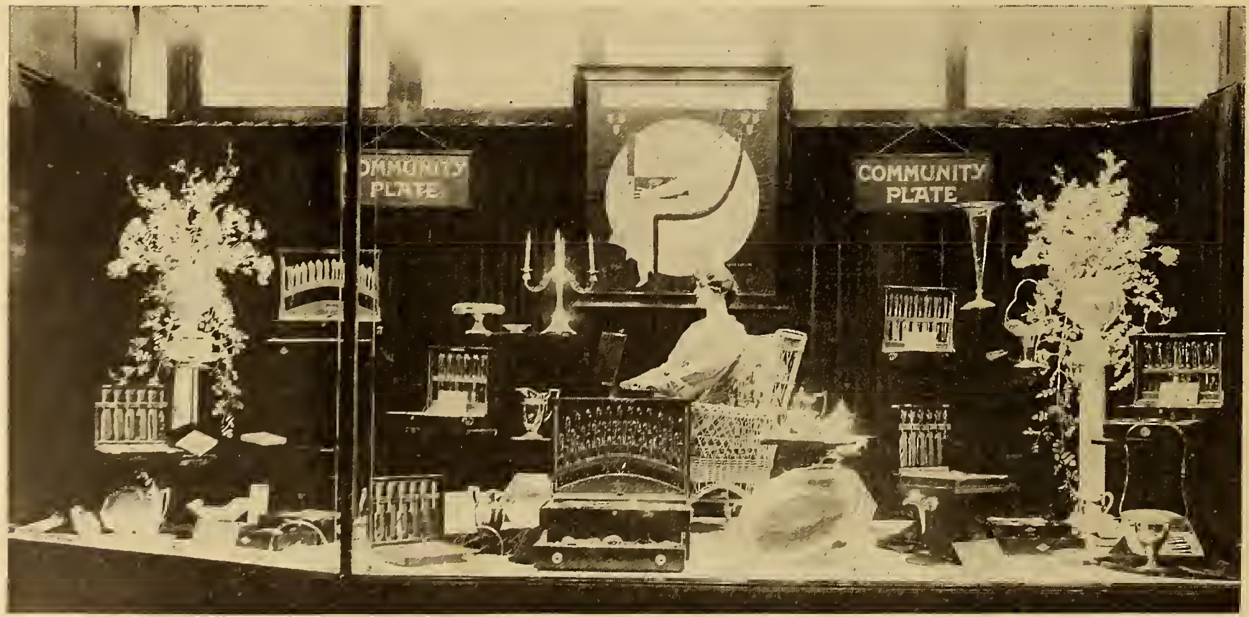
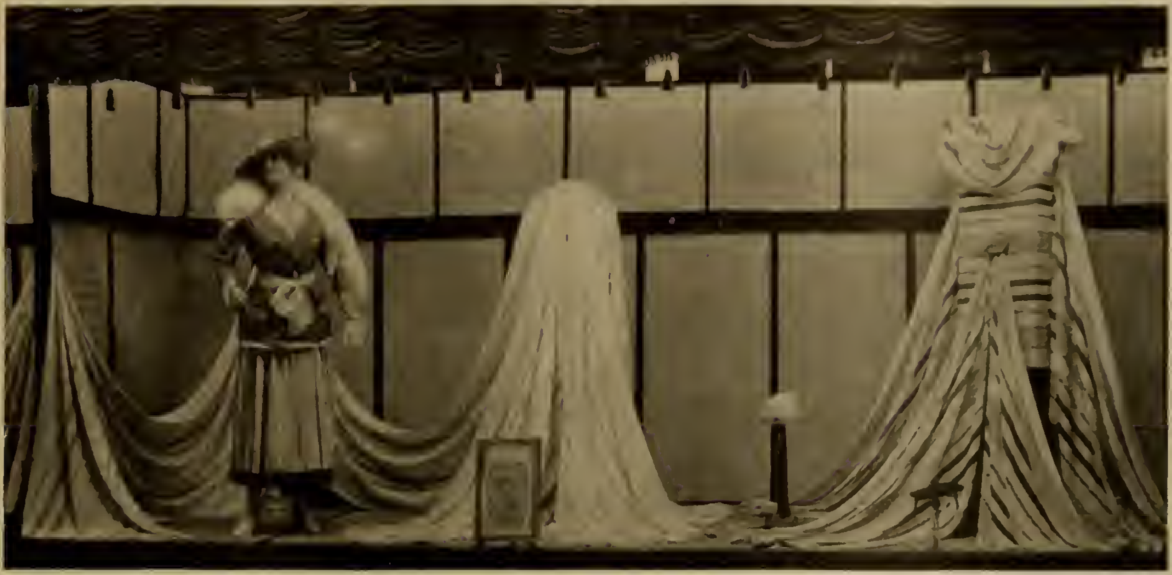


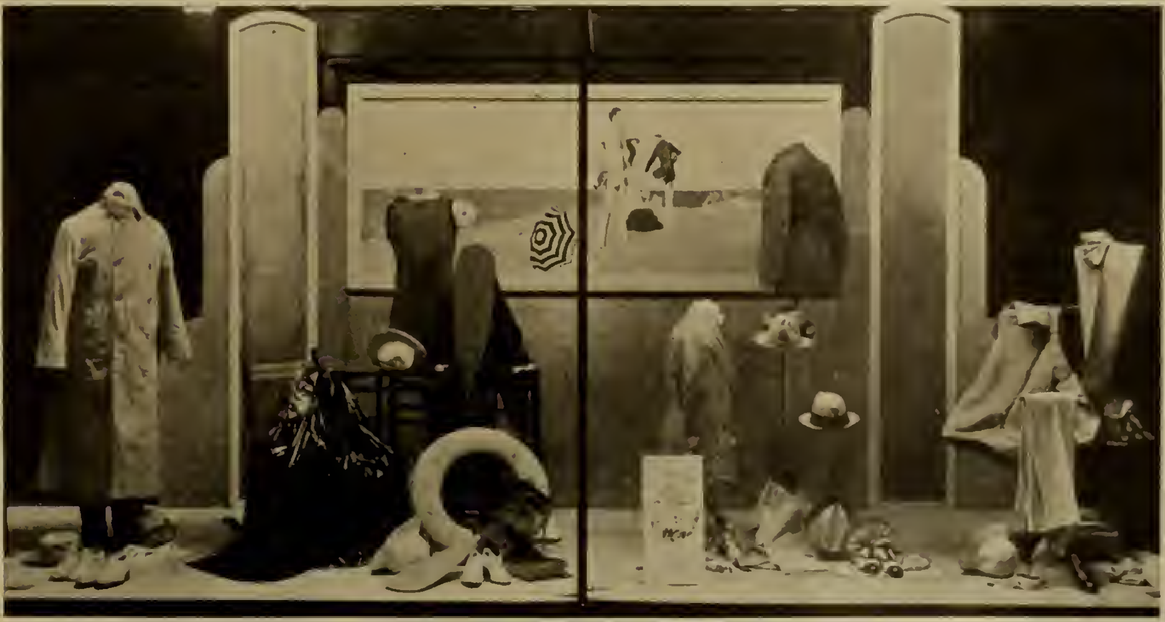
DISPLAY BY J. H. DE WITT FOR BOSTON STORE, WICHITA, KANSAS



SILVERWARE DISPLAY BY JOHN STIFF FOR JOHN SHILLITO CO., CINCINNATI, OHIO



DISPLAY BY W. M. SHEPPARD FOR PELLETIER'S, SIOUX CITY, IOWA



DISPLAY BY JEROME S. WENSOLE FOR PLYMOUTH COMPANY, MINNEAPOLIS

TELLS WINDOW DISPLAY VALUE

WHILE the prize in the recent window display contest of the Bearings Service Company participated in by twenty-two branches, was awarded to the branch in Kansas City, the display arranged by R. C. Brower, manager of the Detroit branch, was among the leaders. "Our window displays are attracting the attention of the motoring public because of the fact that motorists nowadays are taking an increased interest in the parts which enter into the construction of their cars," said Mr. Brower. "Bearings, although a comparatively small unit in a car, are nevertheless a most vital part of its mechanism, and owners of cars, as they come to appreciate this fact, are giving them more and more attention."

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AWARDED FIRST PRIZE

THE Irvin, Jewell & Vinson Company, Dayton, Ohio, has the honor of winning first prize of $100.00 in the Old English Wax Window Advertising Contest. This contest was open to hundreds of stores in the United States that sell these particular products, among which were some of the largest department stores. This window was designed and executed by J. W. Donson, advertising and display manager for the Irvin, Jewell & Vinson Company.

NOTES FROM NEW YORK

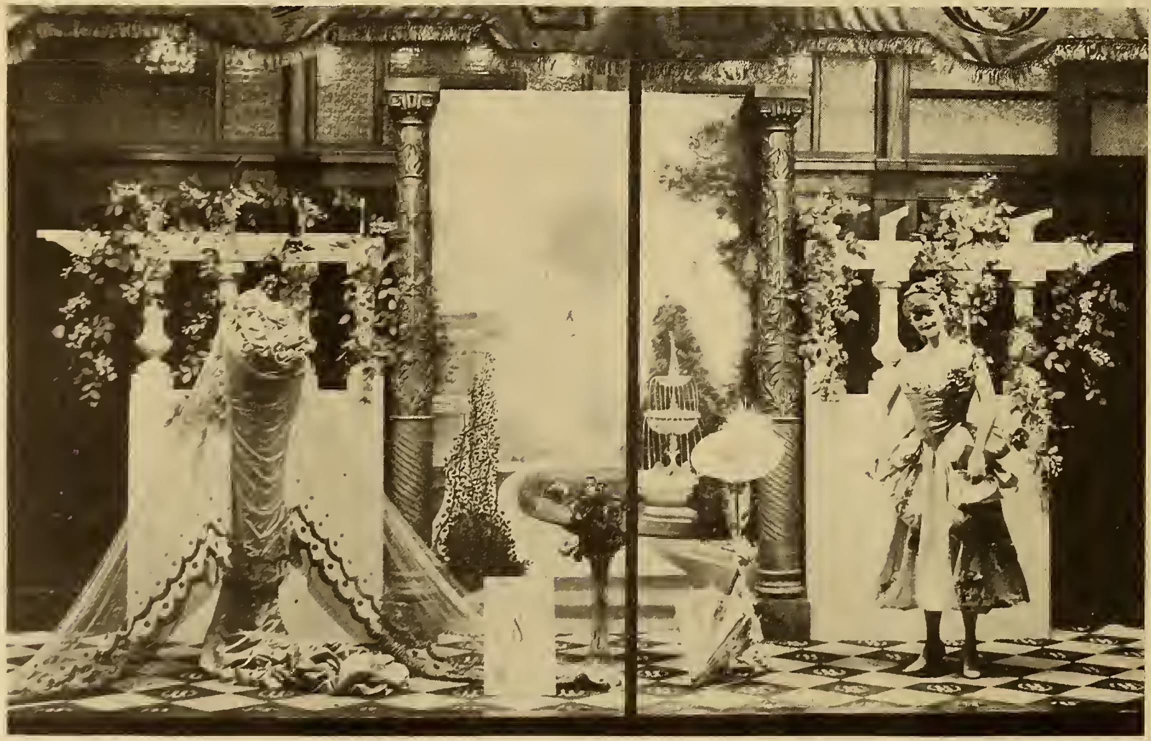
Fall Orders Being Held Up Because of Question of Discounts—More About Returned Goods Evil Tendency Toward Close Buying—Notes Concerning the Stores and Display Men

F. F. Purdy

THE August furniture sales are over, and in the meantime there were the early signs of the approaching fall season. The first was the advance showing of millinery of some houses, really for the benefit of the trade, accompanied by signs "model hats for the trade," but which have been a strong factor in promoting the idea of women being so up-to-date that they get on their fall hats in summer and summer hats in the later winter. There is some speculation regarding whether the retail fall season generally will open at the usual time or somewhat later. One factor has been the question in the apparel trade of a change in the discounts fixed by manufacturers. This matter has been holding up orders to a large extent and buyers have not been placing the orders of former years. Orders that have been placed, we understand, have been given with the understanding that an agreement will be arrived at later regarding these discounts. The consensus of opinion seems to be that fall business will be later than usual, especially on this account. Many houses usually make some slight showing of fall lines early in August, while this year there was not much of this till the middle of the month.

The first of the real retail fall openings is generally that of millinery, late in August and early in September, then school children's apparel and auxiliaries, with schools opening this year Sept. 10. Then come the gowns and the fashion shows. The trend is still away from a general opening throughout the stores, and toward the featuring in groups of the merchandise specially suitable and attractive at the particular time of opening.

The bathing suit business has been specially good during the past summer, attributed in large part to the excessively hot weather. One house reports three or four reorders during August, which is very unusual. The bathing suit windows were strong all over town, and in the busiest shopping centers there were displays of moderately priced suits ticketed with the prices to stimulate business, which they did with good effect. The summer business in our main shopping sections is well maintained during the summer by the addition of the needs of people passing through New York. Wherever their ultimate destination, they stay for a few days at least at hotels here and supply their wants, often holding up their purchases until reaching New York. Conditions are such in Europe that they look more than ever to New York as a fashion center. Many more people have come into New York because of the war. They have sons in the army or navy somewhere near here, and they want to be within hailing distance of them before they go across, thus



DISPLAY BY W. R. HARRE FOR KLINE'S, KANSAS CITY, MISSOURI

DISPLAY BY T. GUY DUEY FOR WURZBURG'S, GRAND RAPIDS, MICHIGAN

getting into town by train and auto more than ever. It is not so much now a case of going to a resort to remain in quietness and peace for the season. Thus the merchants here have profited.

RETURNED GOODS EVIL

Attention is being directed by our department stores to the waste that accompanies the terrific volume of returned goods, and here as well as elsewhere regulations are being instituted and more stringently enforced regarding a time limit. The drift is toward ten days and an even shorter period. This returned goods question is one that acompanies the charge account system. That system is evidently a fixture, but the evil of returns is gradually being worked down to more manageable proportions. It constitutes one of the biggest leaks in department store merchandising, and with the economies necessary owing to the state of war, it is perfectly feasible to put drastic regulations in force. For years returns have been made on a go-as-you-please fashion, in a manner far removed from common sense and justice. How many millions of dollars worth of capital was tied up at one time throughout the country in goods resting in the homes of shoppers awaiting return cannot be estimated, but the amount was and is enormous. As a display manager here said the other day: "I often see our millinary buyer the first thing in the morning, and sometimes the daily returns of even millinery are unbelievable."

There are some houses here who have for some time had a good plan in vogue on some merchandise, in view of the fact that it is notorious that goods are ordered like fine outer garments, for instance, worn on special occasions and returned, and fine rugs are likewise ordered, used for an event, and then word is sent to call for them and credit them. This plan is to have a certain tag clamped onto the article in a conspicuous place, with an inscription to the effect that if it is removed, the transaction is complete and return of it is impossible. It would appear that this plan, restricted as its use is at present, may be a valuable element in the solution of this problem. It will eliminate one phase of it at least. Nobody will wear a fine opera cloak with a tag of the kind clamped onto it, or have a fine oriental rug on the floor at a function at the house with the evidence of the store's ownership of it plainly visible. The study of the advisability of the use of this method will be valuable in proportion to the degree of the abuse of a privilege in any given locality. This, we admit, is only a part of the question of the return of merchandise, but there is evidently more of this than is generally believed.

The ideal transaction is for the customer to make selections in the store, carry the purchases home if possible, and unless the merchandise is damaged to keep it. Children should be brought to the stores instead of the goods being sent to the children. Doubtless we shall see more and more an endeavor on the part of merchants generally to definitely regulate where possible, and where not, to encourage cooperation on the part of women in advertising and in printed proclamations.

Thoughts are turning to what the fall and winter season holds for the merchant, and whether the war will restrict buying by customers. There is a tendency on the part of buyers of many kinds of goods, because of the high levels that prices have reached, to operate closer to their requirements, instead of, as one and two years ago, largely anticipating their needs because of the moral certainty of a continued rise. Of course, with too great delays in buying, chances are taken of not getting seasonable deliveries. But the feeling is growing that consumptive buying from now on will be large, following the precedent set in England, where restriction immediately followed the declaration of war, but after the country "got its second wind," and with vast sums distributed to labor for work on munitions and supplies, retail business took on a great activity, and it is well known that the English department stores made immense turnovers last year, rivaling or exceeding those of ordinary years.

With the expenditure of billions of dollars by the allies and our government right here in America, it is believed by competent observers that the prosperity of our retail merchandising distribution should be even greater, and that we shall see history repeat itself here.

Thorkild Larsen, display manager for the H. Battermann Co., Broadway, Brooklyn, has resigned his position and with his wife is taking a vacation at Glenwild before resuming his connection with the fraternity once more. Mr. Larsen's good work with Price & Rosenbaum is well remembered, but evidently the Battermann job is a different proposition—a big establishment with a big trade, but an especially difficult post for the display manager. At any rate, Mr. Larsen is out, but his ability to adapt means to ends without unnecessary frills is assurance that he will be "out" only as long as he cares to be.

A. D. Hopkins, display manager for Gimbel Brothers, returned from a vacation of over a fortnight on August 14. He went with friends in a big motor boat up the Hudson to the canal, to Lake Champlain, and to the northern port on the lake, Rouse's Point, also taking in Plattsburg. He says it was the finest vacation he ever had. Gimbel's, by the way, have a shop, or store, at Plattsburg to supply the needed outfits of the new officers or students. A feature at Gimbel's may be mentioned that may well be adapted elsewhere—a "Get-Together Club" composed of buyers and heads of departments, who meet once a week and are addressed by some expert speaker on a practical topic. The speaker for August 14 was Mr. Thynne, the firm's silk buyer, who recently returned from Europe and gave an interesting account of his experiences. A trip to Europe nowadays is an event that the traveler has cause to long remember.

J. R. Trewhella, display manager for Best & Co., with his family, has been occupying his bungalow at Mountain View, N. J., since June 1, whence he has been commuting, and where he spent his vacation, canoeing, bathing, etc. He was speaking the other day

DISPLAY BY CARL H. SHANK FOR JACKSON COMPANY, FINDLEY, OHIO

DISPLAY BY FRITZ JOHANSEN FOR A. HALTHANSEN, UNION HILL, N. J.

of the 90's, when Mr. Maloney was in charge of the windows at Ehrich's, which was "some store" for the movement of merchandise in those days, and where he and Messrs. Schmehl and Cronin were associated together in the work of the windows for some time. Now each one of the trio is in charge of his own department, and has been for many years, in stores in the Metropolitan district, with the old friendship blooming as of yore. Also, he might have added, each a notably expert decorator—and more—with an eye to the broader phases of merchandising, without which a display manager falls below his possibilities.

CALLED TO THE COLORS

We hear that several of our local display managers have been called to respond to early numbers in the government selective draft, including A. J. Hopkins, of Gimbel Brothers, with one of his assistants; Mr. Schmidt, of Arnold, Constable & Co.; also Mr. Boustead, of Bedell's. We have not at this writing learned the result.

About the middle of August the fraternity was visited by a number of out-of-town display managers, well known here, who received a hearty welcome. Among those reported are Charles Wendel, of the J. L. Hudson Co., Detroit; Charles Kleinfelder, formerly an assistant to Mr. Wendel at Gimbel's and now in charge of the windows of Miller, Rhodes & Co., Richmond, Va.; Mr. Balderston, formerly in charge of the windows at Bloomingdale's and now also of Richmond, in charge of Kohn & Co.'s; and Mr. Richter, formerly display manager at Saks & Co.'s and now at the same post with Younker Brothers, Des Moines, Iowa. We opine and even venture the assertion that these gentlemen are as happy and prosperous and are getting fully as much out of life as when they were in New York, and have no regrets. The young men who are growing up in this field throughout the country should let the idea get into their minds that arrival in New York is by no means necessary to insure their success in their chosen vocation.

STUDY CONDITIONS

A study of conditions is the right thing instead of a mad rush to get to New York. A display manager may well familiarize himself in a broad way with methods of merchandising, interior arrangement of departments, and auxiliary work in the store, as an outlet for his energies and abilities, rather than standing still at his work in the windows. This applies to almost any position anywhere, for the greater the resources of a man, the greater his value.

F. G. Schmehl, display manager for the Greenhut Co., returned August 22 from a well earned vacation with his family at Budd's Lake, N. J.

Harry Bird, display manager for Wanamaker, has been taking a week-end outing each week from Friday to Monday, in his Cadillac car. At this writing H. L. Baer, of Hearn's, another motoring enthusiast, is on

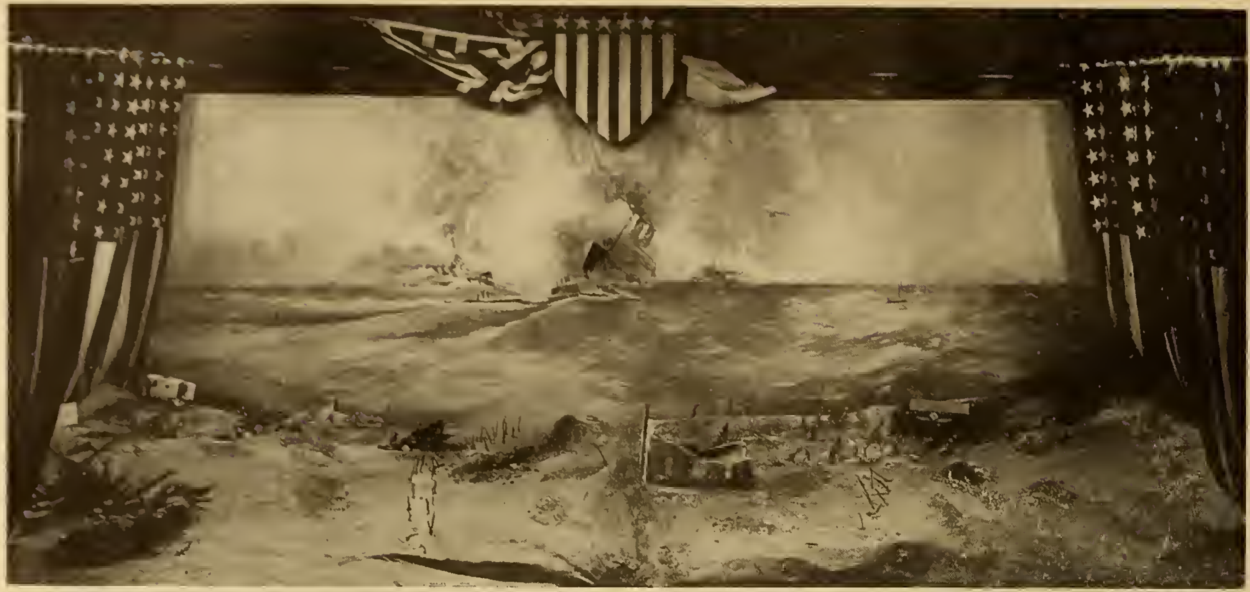


Plate No. 4380. Patriotic Display by John R. Patton for L. S. Ayres & Company, Indianapolis, Indiana.

This display represented a section of the west front in Belgium and the display man cleverly united the action on both land and sea. The drop showed a merchant ship being torpedoed with a destroyer rushing to the rescue. Other submarines are in the vicinity while an airship is seen dropping bombs. The foreground was built of papier mache and showed two lines of captured trenches with barbed-wire entanglements. These lines were being crossed by the allies. The allies represented are United States, Great Britain and France. The men were individually hand modelled and carried guns. A monster British tank is shown in advance of the charge and many dead bodies were seen on the ground. In the center is a peasant's home, ruined by the attack, while on the left is shown the allies' batteries in action. Further back is seen the heavier guns. At the extreme left is a Red Cross ambulance. Great crowds were continually in front of the window presenting this display.

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his vacation "en tour," as the theatrical people say, in the Berkshires.

Mr. Johansen, display manager for A. Holthusen, Union Hill, N. J., has returned from the St. Louis convention full of enthusiasm over the success of the event. He brings back a bunch of prizes for various contests during the affair, over which he is proud and happy. This is "going some" for Union Hill, which is not a noted burg, but the Holthusen store is large and progressive beyond the size of the suburb in which it is located—a regular department store. Mr. Johansen is gratified, as are New Yorkers generally in the fraternity, by the choice of New York for the convention of next year.

MR. HARRIS DOING THINGS

Sam Harris, formerly assistant at Gimbel's and now display manager for the progressive dress goods house of Lesher, Whitman & Co., is also back from St. Louis with a good report of the convention. Mr. Harris had a display there for his house and looked after the exhibit of the L. A. Feldman Fixture Co. as well. The work of Mr. Harris with Lesher, Whitman & Co. is another illustration of the growing tendency of progressive manufacturers and wholesalers to utilize in various ways the great advantages of the draping and demonstration of the qualities of their goods.

Mr. Kenney, display manager for Oppenheim, Collins & Co., Brooklyn, is a loyal subject of King George and enlisted in the British cavalry in Canada not long ago as a dragoon. It seems that not long afterward his horse fell on him and injured his leg, incapacitating him for further service and he was honorably discharged. He has since returned to this country and has taken hold once more at his old post in Brooklyn, where he is working slowly toward his old form.

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TO HAVE ESSAY CONTEST

THE Retail Merchants' Association of Eagle Pass, Texas, is arranging for a school childrens' contest in the writing of an essay on "Why We Should Buy at Home." All children of Eagle Pass, whether they be attendants of the public or private schools, will be eligible to enter the contest.

A first and second prize will be offered for the best essays, and the essays will be published with the name of the winners. A committee composed of persons not residents of Eagle Pass will be named to judge the contest and every boy and girl in the city will be given a fair chance to win the prize.

* *

DISPLAY OLD SPINET

THE Stieff Piano store, Hagerstown, Md., have on display in their window a spinet in good playing condition that was built in 1765. Mr. Fred Stieff, the owner of this instrument, has refused $3,000 for it. It is considered the oldest instrument of this type in this country that is still in playing condition. The case is solid mahogany.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

This Department Conducted by G. Wallace Hess

WHEN September rolls around the evenings generally become cool, and the one who must practice evenings can do so in comfort. From now on instead of devoting all the space to pen lettering, other side features will be taken up—simple, practical things to aid the fellow in localities where he does not have the opportunity to see or get that which enables him to make up-to-date cards.

On card No. 1 appears a stencil effect decorative stunt, and the first thing your mind will conjure is an airbrush. As a matter of fact an airbrush was not used. I show a reproduction of this stencil in the size it was made on this card. Opaque show-card colors were used—but they were not used as they come to you.

Each color was toned down with white until it was a delicate tint. The grapes were in pale lavender, leaves in light green, apples in delicate orange, stems in pale brown, and lower leaf in greenish brown. The whole on a cream card lettered in dark brown with a music pen.

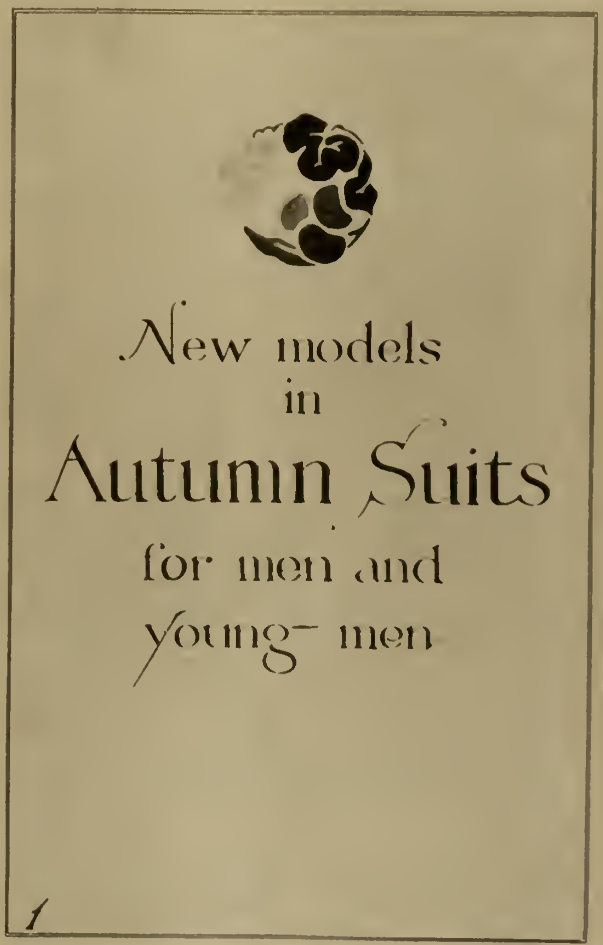
Here is what might be called a well lettered card. The words "Autumn Suits" were outlined with music pen, and when I do this I make my down strokes heavy—not a hair line—and complete each letter as made. If you do this you will find the filling in stroke will "jump" to the wet side strokes, for water attracts itself. A small Roman letter on this order can be made in a quarter of the time it would take with a brush.

To reproduce this stencil take a thin piece of bond paper generally used for letterheads, place leaf of magazine against window and trace outer shape of design with a well sharpened, soft pencil. Place the pencil drawing against your card in proper position, hold firmly, rub hard with end of a fountain pen, your thumb nail, or some hard, smooth object. Your pencil lines will offset on card—only here they will be reversed.

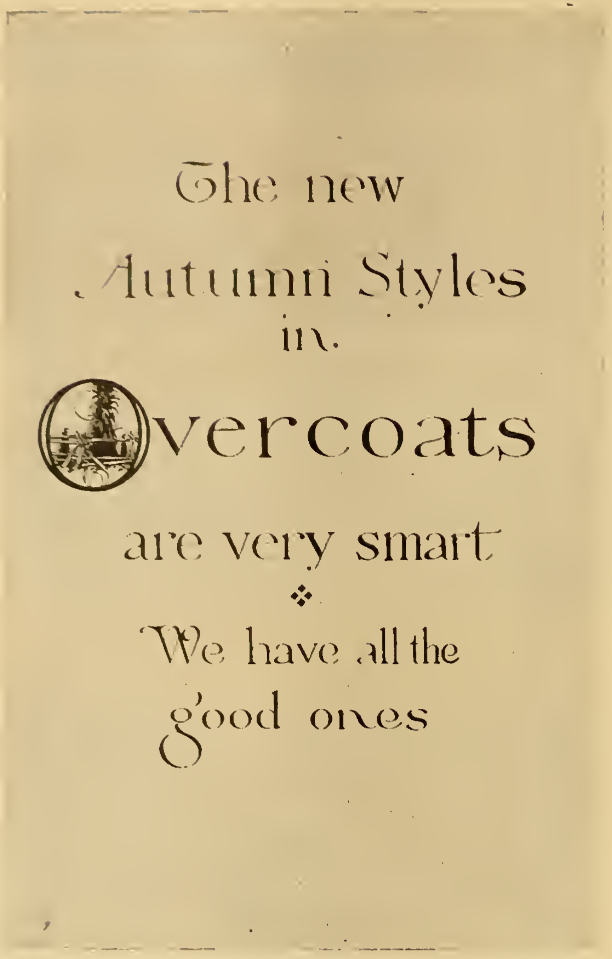
To get it as it is used here proceed as above, then lay paper face down and blacken the back of design with soft pencil; place in position and trace with medium hard pencil.

Another method to avoid reversing is to hold your first tracing against a glass, then trace back of design carefully so that you have the design on both sides, then rub to offset. Sometimes three and four rubbings can be made off the one tracing before it is necessary to go over pencil lines.

Card No. 2 also shows more good music pen work. The letter "O" is pasted on. Lettering all in brown on cream mat board. Little diamond "breaks" are in bright orange. The use of a little ornament of this order done in orange, red, or light green, between sentences is often effective.



In card No. 3 appears what I think is the hardest letter there is to make in cardwriting, viz., a pen



The new
Autumn Styles
in
Overcoats
are very smart
❖
We have all the
good ones

text Roman. Note the difference of contrast between the two sentences, yet a number 2 pen was used on both.

There is generally a mechanical reason which the pen letterer must realize and master to become a good pen letterer. This applies to all pens.

A well-known brand of automobiles can turn around in a ten-foot alley. You can make a letter "O," one-half inch in height far easier with a number 3 pen than you can with a number 2, for the simple reason it is easier to describe a circle with a narrow pen than a broad one.

In making the small "e," the pen, in making the left down stroke leaves the paper with a flying motion, the left point of pen being the last to leave the paper. The ornament at top is pasted on. The small slanting alphabet was made with a number 4½ pen, retainer attached. The words and figures suggesting price tcikets show how the esmall pen is of great use in the making of petite price tickets, while the fourteen lower-case letters show how well small Roman types may be outlined. In actual work fill in each letter as made and you will find the ink will run together.

In making small Roman figures up to three-fourths of an inch high the music pen excels all methods. For outlining up to an inch in height use either music or text pen—higher than that, use the brush.

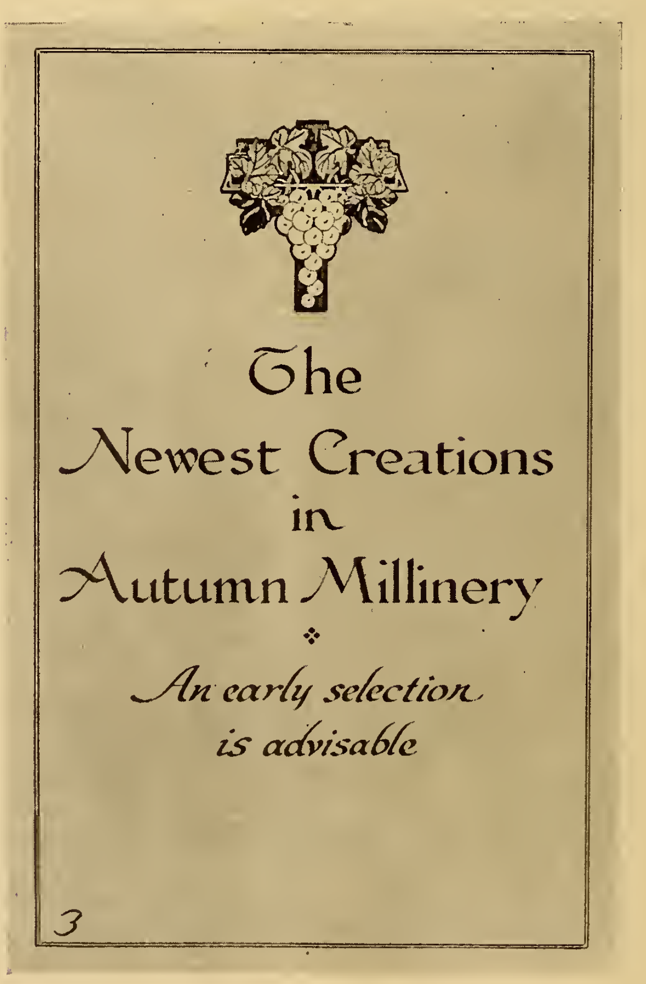
The two other music pen alphabets shown are easy, natural flowing letters.

I know full well that many of you will experience difficulty with music pens. There are three English makes, all excellent. Sometimes a music pen in constant use will last a year, against a week, a month or a day.

The chief difficulty in your attempts will be in two places—the tempering of ink, and the inability to press and release at proper places.

Take a little brown opaque show card color, add about one-third water and stir well. If there are women members in your family or place where you room, save screw-top jars such as contained toilet preparations. They are ideal color containers for pen colors. Jelly glasses—the squatty kind—with tin covers are ideal for colors for brush use. Makers of show card colors take a fiendish delight in putting their colors in small bottles with narrow mouths. Their only reason is that you will get as much color on your fingers as on the card, thereby using more color.

There is no excuse for this, for practical wide mouth bottles can be had and the fault rests with the makers. I might also cite another instance of the apparent indifference of makers towards the ultimate user or consumer of their wares. One of the very oldest and biggest color and brush makers in



The
Newest Creations
in
Autumn Millinery
❖
An early selection
is advisable

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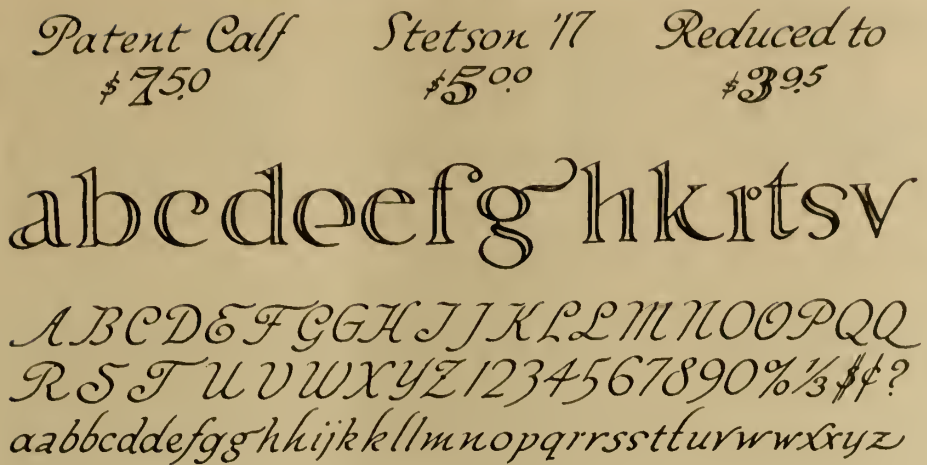
Patent Calf
$7.50
Stetson '17
$5.00
Reduced to
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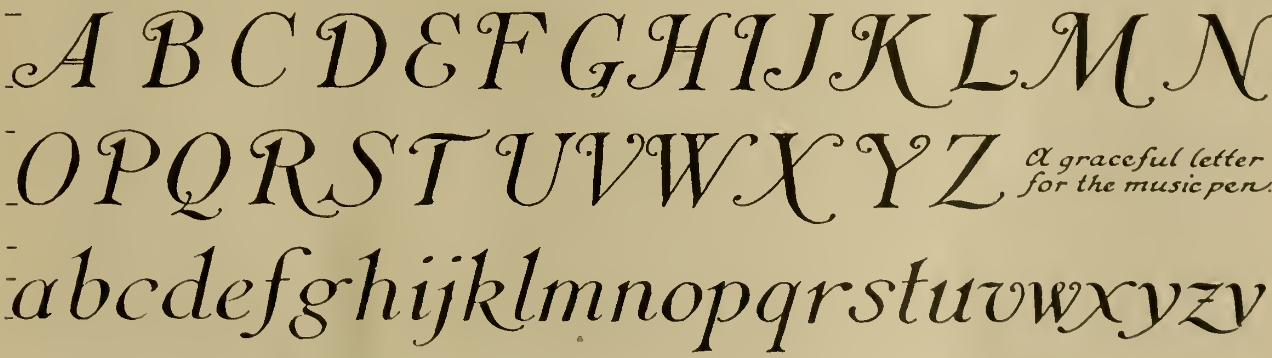
this country—a firm who can make a brush second to none on earth—makes a short handled show card brush that is the worst in point of making that I ever saw, though the hair is good. This same firm makes an excellent long handled rigger—a brush I use a great deal.

It fell to my lot a few years ago to introduce the copper ferrule brush in this country. It was made in France, and I was two hours convincing the manufacturer's agent of its merit before he would make some for me. (He had just received a few samples from Paris that day and they were laying on his sample tables in the Palmer House.)

His sole reason against it was that "Here is a nice black polished handle, a nickeled ferrule and reddish brown hair—a beautiful combination of colors—a good looker. Copper don't look good between that black handle and red hair."

I said, "Bother the looks—that ferrule won't slip in your fingers." I ultimately won out and the copper ferrule was the biggest hit ever sprung—and that agent increased his business enormously. He paid me the compliment expressed to a friendly competitor of "always wanting to get something better." I can safely mention the copper ferrule, for you all know you cannot get copper or brass out of any of our allied nations today—and yet, you will find my old friend, the old reliable paint and brush maker, an honest firm—none better—making "copper" ferrules out of brass and lacquering with copper—a subterfuge pure and simple, easily detected by scraping with a knife.

There are enough of us in the field now to force recognition, and some day when you are feeling rather sore, when the boss or someone has landed on you, sit down and write a letter to the maker of your favorite showcard color and some day we may get a decent container ready by the time our children are showcard writers.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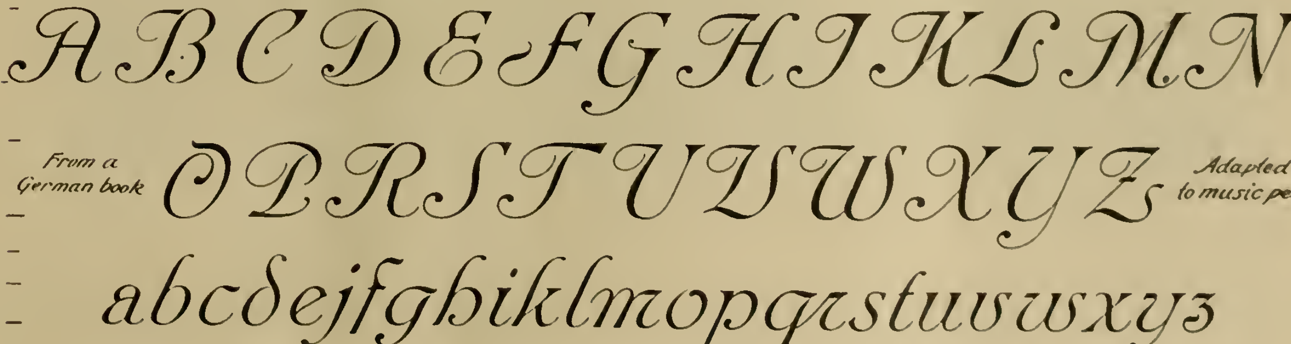
A graceful letter for the music pen.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From a German book

Adapted to music pen

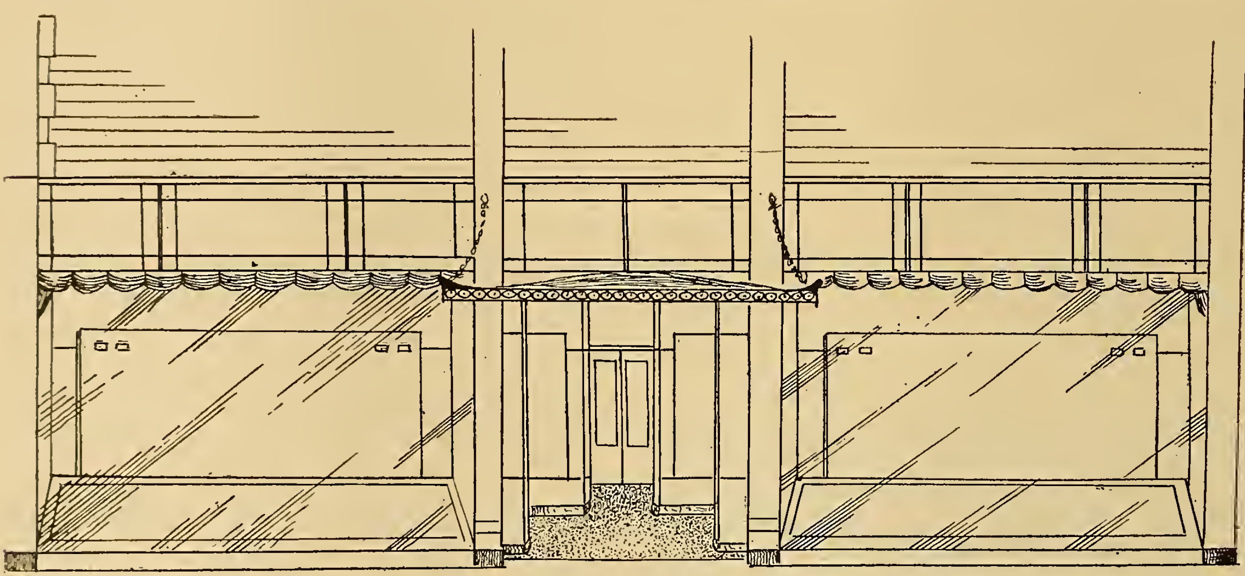
MODERN STORE FRONTS

Attractive Store Fronts Give Favorable Impression To Passersby—Show Window The Most Important Feature Of Store Front Construction

R. L. Paxton

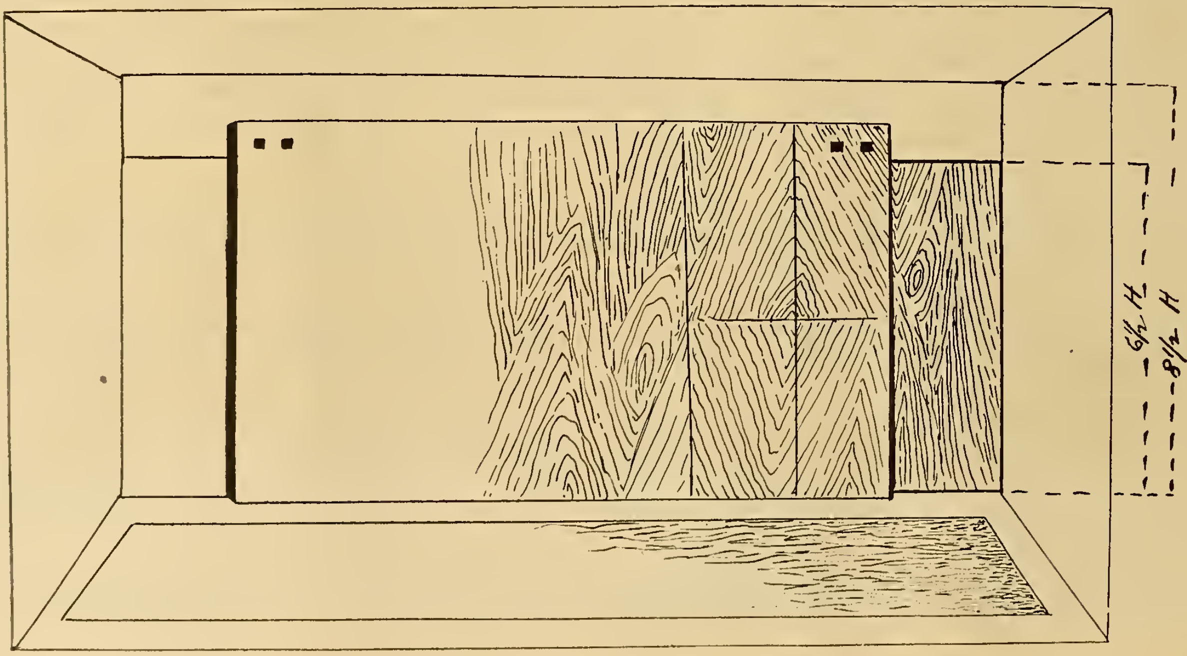
AN attractive store front is recognized as a most vital factor in the future of retail merchandising; it stimulates the retail trade, and teaches people to want more and better things.

The prospective customer gleans his first impression of a store from the appearance of the outside, and if the store front is attractive, presenting nicely arranged show windows with appealing displays of merchandise, it is safe to say that that store is bound to gain the confidence of the passersby. Such an appearance of store front and displays argues for the up-to-dateness of the store.

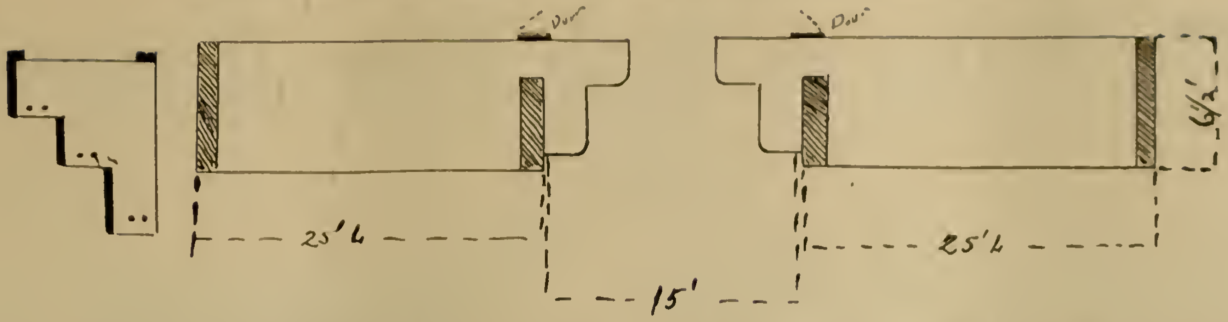


The retail merchant is the nearest trade factor to the consumer and the merchants realize that much is expected of them by the buyers; the store must be clean, attractive and up-to-date and first-class service must be ever on tap.

New store fronts are being put in by hundreds of merchants throughout the country, which is conclusive evidence that the merchants are using them as a profit to their business. In building a store front the merchant should look forward to the future possibilities of window display, which can be used for business and increased sales. The public will soon know the value of your store front, the same as they recognize some public building of note.



Boosting business is the object of your store



front; it should fit your business and stand out and have a value of its own. It should encourage acquaintance and make people want to enter and inspect the merchandise with the freedom that is extended all who enter your store.

I submit with this article sketches of modern front showing clearly every detail in its construction. In building this front, my idea is to bring out points that would be attractive and helpful in placing proper displays. In the front I have sketched I had clearly in mind the fact that the show windows are the most important sales arrangement to the modern store front.

This plan is for a store two or three stories in the center of a block with about 50 or 65 feet frontage and would be very attractive for a corner store with several large windows on the side.

The zig-zag windows that are usually used in fronts about fifty feet are, in my opinion, being abused at the present time by all classes of trade and are losing their attractiveness as well as effectiveness.

The first sketch outlines a window of twenty or twenty-five feet which may be devoted to one line of merchandise, or a series of unit displays; this latter arrangement to be divided with neat dividers which form a very attractive appearance, and such windows are easily changed twice a week if necessary to show all lines of merchandise. As I have said before and to keep this main point ever in the mind of the merchant or display manager whose duty it may be to construct a new front, the *show window* is the most valuable factor of the modern store fronts.

The background lines are very straight and flat and should be covered very smoothly with veneered hardwood, walnut or mahogany. The floor should have a fancy hardwood border with carpet center. The larger windows are spacious enough to allow the use of dividers in showing several lines of merchandise, while the small, L-shaped windows in the entrance are to be used in the displaying of small wares—ribbons, hosiery, gloves, shoes, and at times millinery, et cetera.

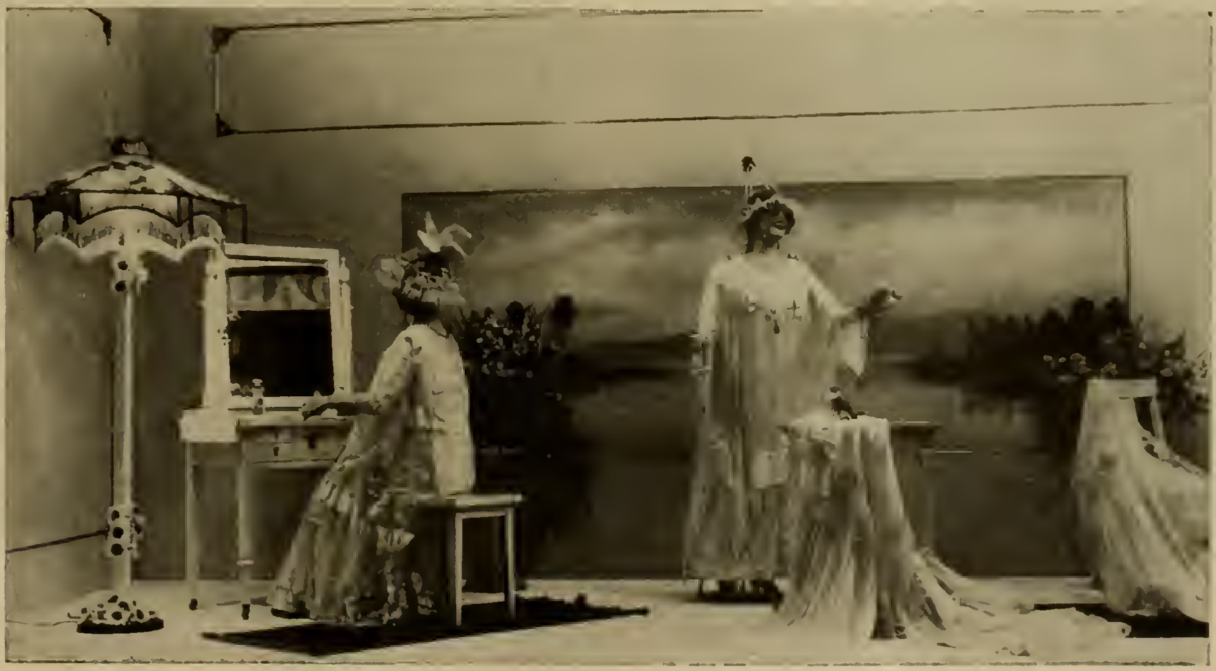


Plate No. 4381. Display by Miss Pearl Cummins for the Teague Store, Gainesville, Texas.

Miss Cummins has made rapid advancement in the display profession and is now considered one of the foremost lady decorators in the country. Versatility seems to be her forte, being able to make her own baskets, pedestals and artificial flowers. She sets her own backgrounds and has made complete drapes in six minutes. Miss Cummins believes in the modern way of draping and does not cut the material. In the display reproduced here a beautiful scenic painting formed the background. The rugs were in dark blue and white

The Value of High Class Draping

— Article 8 —

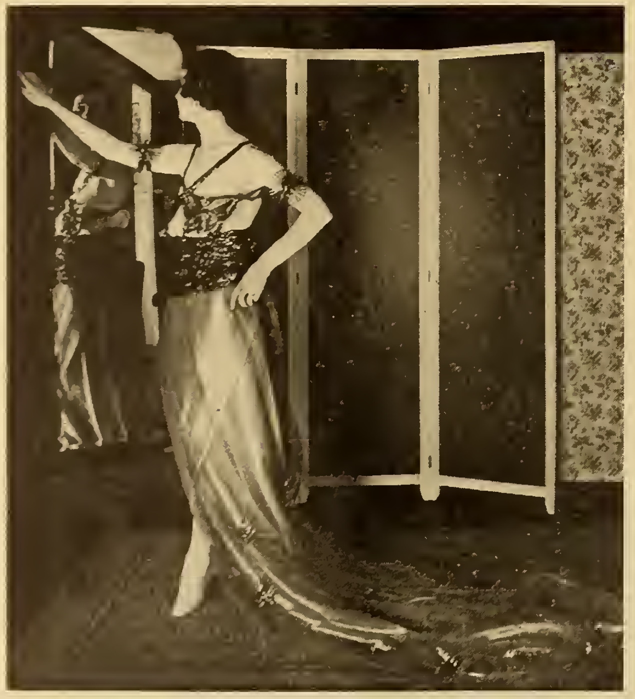
By

T. Guy Duey

This is perhaps the best article of Mr. Duey's series, and the drapes illustrated in this article are those executed by him at the recent convention in St. Louis. This article was specially prepared on the urgent request of the delegates who saw this artist in action. Every detail is given and the execution of the various drapes may be easily followed.—EDITOR'S NOTE.

IN this age of education and business progress we are in the midst of many universities which serve many, educating and training them for their chosen profession or business enterprises into which they branch out for success in life. In addition to these great institutions of education, we have an even greater medium of education, and one which serves a greater number, in fact, one which is easily accessible to any and all who care to make use of it. I am referring to the great number of progressive business establishments and especially the foremost retail stores.

These great business institutions are open to the masses from all walks of life and all creeds. They offer an unlimited supply of education to the public in the way of fashions, fabrics, novelties, decorations, et cetera, which are the results of the efforts of many of the world's artists, designers and geniuses, who have made a life study in his chosen field.

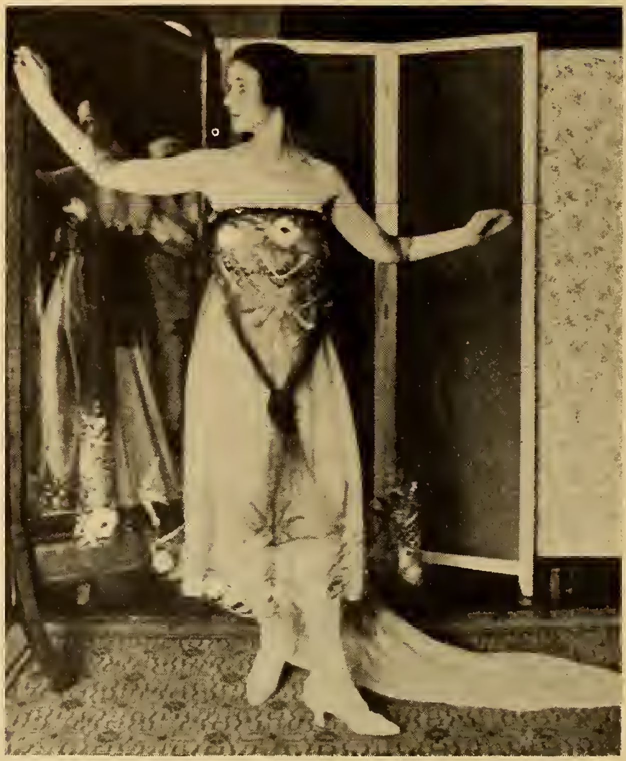


DRAPE NO. 1

The business houses are a ceaseless source of education for the general public.

By displaying the modes of dress, the newest creations in fabrics, the wonderful color tones and combinations, the many novelties, for the home, for travel and what not, these establishments create in the minds of the passing masses an educated force which in turn is passed on and on.

When we speak of *art*, too many get the impression that this word *art* applies only to such things as paintings, sculpture, et cetera, which is wrong. There is art in everything. There is art in making buttons as well as building great cities. There is art in the displaying of merchandise as well as in one of the great masterpieces of Rembrandt.



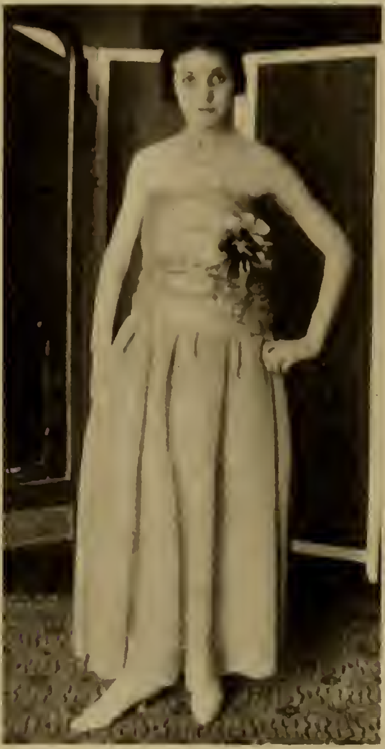
DRAPE NO. 2

In the field of display, the art proportion must be determined by the general makeup of the store in which it is to be installed. The classes of this clientele, the character of merchandise carried, and numberless other points must be considered when planning displays and decoration. Great care must be taken so as not to lower the standard, and, likewise, it must not be over inflated.

However, it is a pretty good plan to endeavor to uplift and build up a higher standard. Such being the case it is well to look to the highest and most authentic sources for inspirations. Then you must cultivate your schemes to fit your individual store's ideals.

On my decision to appear on the program by special request at the recent convention of the I. A. D. M. my whole desire was to aim close to the highest ideals on the subject of my demonstration.

With this in mind, I designed four beautiful gowns, of an unusual character and in harmonious colorings, which would create a desire in the hearts of every display man present to aim at things of a higher nature; an inspiration that would prove uplifting and lasting.



DRAPE NO. 3

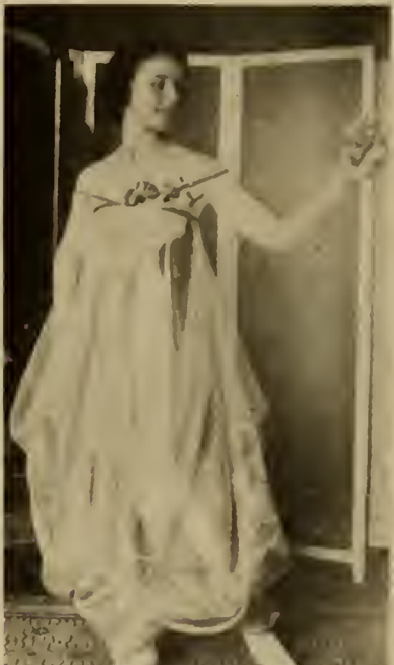
Another feature I wanted to emphasize was speed, obtained by the simplicity of method in construction of these garments. These four garments were executed in less than thirty minutes and no single garment required more than twelve pins, one requiring only six pins. Thus all merchandise was returned as new.

The first garment was a novelty, being a peacock effect with spreading train to represent the tail of the bird of fashion. This was carried out with a foundation of a six-yard piece of gold metal cloth, either end of which was placed on form at waist, one end pinning selvages over left and other over the right hip, the remainder sweeping gracefully into a wide train. Over this was placed a three-yard piece of bright green silk net upon which was appliqued green butterflies, which stood out wonderfully against the gold cloth foundation.

Next, a bodice was made of a five-yard piece of irridescent band in shades of purple, peacock blue and green, same being wound closely around form. From the waist in front was a drop fringed jet ornament about fifteen inches in length, which was very effective. The bodice was further embellished with two large, green butterflies and narrow band to match, being used in a novel way over shoulders. A large medallion in same colorings was used on each arm, supported by a double band, same as used over shoulders.

To finish the whole effect a headgear was placed which was made of beads and ornaments with the top piece of aigrette; the whole making a striking resemblance of a strutting peacock, the model being well posed as such.

Gown No. 2 was very beautiful; simplicity being the keynote. The foundation of five yard piece Japan blue georgette crepe was shirred on model, one selvage across bust by the use of elastic as support, commencing at middle of piece with width for length of garment, allowing about one and one-half yards of either end to sweep to floor from back and form a pointed train which was finished off with large jet beaded tassel. A narrow jet band finished the top of garment, same covering the elastic used in shirring. This band also passed diagonally around, forming a high waist line and meeting at point in center of back at top of garment, this giving the drooping bust effect.



DRAPE NO. 4

Over this foundation was placed a three yard pattern of black net flounce with garnitures of blue, copper and amethyst in exquisite designs, commencing in center in front, this covered the garment, meeting in center of back, either end being pinned at upper corners over each arm just above elbow. This formed a sort of butterfly effect. One panel to match this flounce was used with embroidered design to form front of bodice, the black net being caught up and tied in large knot with end falling down pendant effect. A large jet ornament finished the center of back.

Gown No. 3 was a combination of orchids, American beauties, wisteria and steel.

The foundation for skirt was three yard piece of metal cloth in orchid shade. This was simply wound around form, using width for length of skirt. Over this was shirred a four and one-half yard piece of American beauty georgette crepe by the aid of elastic tied around waist—no pins. The bodice was now covered with a three yard piece of wide satin ribbon, wisteria shade, same being closely wound on model, only one pin.

Over this was placed a metallic embroidered steel lace all over pinned in back, the same dropping from top of garment, forming a wide panel down back of garment. A large steel ornament of conventional design finished the top of this panel, while a large orchid flower in shades to match, and placed at left of center served to enhance the front of bodice.

Frock No. 4 was very fetching and proved one of the most popular with the audience. It consisted of a foundation of gold metal cloth, which covered model by pinning both ends around model across the bust, the surplus falling to floor in back. The inside selvage, center of piece, was then pinned at center of back and at top of garment. This formed the Turkish trouser effect to bottom of garment. A narrow elastic was tied around top of garment to eliminate the use of several pins.

Over all was draped in four festoons, from center in front to point under each arm and to center of back a five yard piece of bluebell blue metallic embroidered silk net flounce, a beautiful spider effect in design. A large white beaded ornament covered the front of bodice. The top was finished with a narrow gold metal ribbon, which also was used to produce a very new shoulder strap idea, which in reality passed over the arm about an inch or so off the shoulder. A small metallic floral garland in blue and gold tones extended from center in front almost to the left shoulder. This garment was executed in five minutes.

OWING to urgent business out of the city our artist was unable to complete the color cover design which was to have appeared with this issue. We regret the disappointment of our thousands of readers and will begin the series of beautiful, four-color covers with the October number.

Not only will these covers be beautiful in true art, but they will be practical, and the display man will receive many valuable ideas from them. A complete description of each cover design will be given.

The first series of covers will feature modern backgrounds and detailed information regarding dimensions, construction, coloring, and uses will be given in a clear, consise manner. Look for the beautiful four-color cover on the October issue of Merchants Record and Show Window.

ASKED AND ANSWERED

Washable Wall Paper

Editor, Merchants Record and Show Window:

I have been a subscriber to your valuable paper since breaking into the display profession and can truthfully say that the Record has been a great aid to me. I have asked many questions since the Asked and Answered Department was instituted and have found the information given to be very satisfactory. Am writing now to ascertain how wall paper may be made waterproof and washable.

May I look for the answer in the next issue?

Denver, Worcester, Mass.

Answer—It is very simple to make wall papers washable, either before or after they are hung. Prepare them in the following manner: Two parts of borax and two parts of shellac are dissolved in 24 parts of water. When dissolved strain through a fine cloth. Apply to the surface of the paper with a brush or a sponge, and when dry, polish it to a high gloss with a soft brush. Think you will find this process will give satisfaction.

* *

Contest Photographs

Merchants Record and Show Window:

To the Editor.—I entered several photographs in the I. A. D. M. contest this year and was awarded two seconds and a third prize. Are these photographs eligible for the big contest now being conducted by Merchants Record and Show Window? Booster.

Answer—Photographs of window displays and show cards entered in the I. A. D. M. contest will not be accepted as eligible for the annual contest of Merchants Record and Show Window. You may, however, send these photographs to be reproduced in this journal.

* *

Bleaching Leaves

Merchants Record and Show Window, Chicago, Ill.:

I have tried several processes to bleach leaves, but have found all unsatisfactory. Can your Asked and Answered Department aid me in finding a satisfactory one? Thanking you and trusting you will give this your prompt attention, I am, Subscriber, York, Pa.

Answer.—Mix one dram of chloride of lime with one pint of water and add enough acetic acid to free the chlorine. The leaves should be steeped in this for ten minutes or until they are whitened. When whitened, remove them on a piece of paper and drench in clean water.

* *

Good Drawing Ink

Editor Merchants Record and Show Window:

Will you kindly inform me through your Asked and Answered Department how I may make a dependable black drawing ink.

I find a great joy in reading the Record and owe my success to it. Hope you will give formula in the September issue, and thanking you, I am,

V. M., San Antonio, Texas.

Answer—A very black drawing ink may be made by dissolving shellac in a hot water solution of borax, and rubbing up in this solution a small quantity of India ink. After using, the drawing pen should be dipped in alcohol and wiped dry.

The addition of 1 part of carbolic acid to 80 parts of the fluid ink, while it does not impair its fluidity, causes it to dry rapidly even in heavy lines. If too much carbolic acid is added it will manifest itself in the transparancy of the line and the inability to draw fine lines. This trouble may be remedied by the addition of more of the fluid ink.

* *

Contest Photographs

Editor Merchants Record and Show Window, Chicago, Ill.

Dear Sir:—I have been a subscriber to the Merchants Record and Show Window for ten years and can truthfully say that I owe my success through the valuable information contained in this journal. As yet I have not submitted photographs to your office, but as I am in a position to do so now, I desire to know the conditions regulating the contests conducted by your journal. Are there any charges for photographs? Are photographs submitted for the monthly contests eligible for the annual contest? Will these photographs be returned to the sender. Very truly yours, M. V. R.

Williamsport, Pa.

Answer—1. The Merchants Record and Show Window is always glad to receive photographs from the display men. 2. Photographs submitted for the monthly contests are eligible for the annual contest. 3. Photographs submitted to this office are submitted with the understanding that they become the property of the Merchants Record and Show Window. However, if the photograph or photographs are marked "to be returned," they will not be held longer than the time required for the making of half-tone reproductions. Then they will be returned to the sender. Half-tone reproductions of photographs are not made unless the photographic display is up to the high standard prescribed by this journal.

* *

Black on Brass

Merchants Record and Show Window:

Will you please give formula or process for putting a lustrous black on brass? Will look for same in Semptember issue of Merchants Record and Show Window.

H. T. F., Galveston, Texas.

Answer—Mix equal parts of copper sulphate and sodium carbonate. It is necessary that the solutions should be hot. As the precipitate lies on the filter paper, wash it, and dissolve immediately in ammonia. Dilute the solution with water (¼) and then add a small quantity of plumbago. The brass articles must be thoroughly cleaned and left in this bath until they become black. Then they should be washed well and dried in sawdust.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harman's Journal of Window Dressing" . . . . . . Established 1893
"The Show Window" . . . . Established 1897
"The Window Trimmer and Retail Merchants Advertiser" . Established 1903
"Merchant and Decorator" . . . . Established 1905

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MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The International Association of Display Men

⁂In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

⁂Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

⁂When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

⁂Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

September, 1917

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CALLED IMPRACTICABLE

THAT it would be impossible for merchants to provide discounts for customers carrying their own bundles is asserted in a letter sent to Charles F. Nesbit of the District Defense Council by Charles J. Columbus, secretary of the Retail Merchants' Association. Saying that the association had recommended to the merchants of Washington a set of rules, in line with the suggestion of the national council of defense, Mr. Columbus asks that a hearing be held on any and all "store rules" being considered by the council.

He says in part:

"The proposal of the committee headed by Mrs. Newton D. Baker that a discount be allowed where customers carry their own parcels would seem to be quite impossible of equitable accomplishment and should have very serious consideration before being put in to force.

"It would seem to be impossible to determine just what such a discount should be. The only way that could be accurately determined would be for the merchant to do away with his delivery system entirely and contract with an outside agency for delivery service on a piece basis and give the customer the benefit of that saving.

"Experience has proven that discounts of any character are not satisfactory. The Retail Merchants' Association has gone on record for the elimination of discounts of every character, believing that each and every buyer should be on the same purchasing level."

⁑

GET THIS BOOK

A MOST valuable book for the display men handling men's lines has just been published. It is the National Championship Displays of Haberdashery and Clothing, and shows the work of many of the best men in the profession in every part of the country. It is a big book of one hundred and twelve pages, with more than one hundred halftone illustrations of complete window and unit trims, several pages of background suggestions and texts for show cards.

In addition there are three color charts, an individual color chart and a complete list of college colors. Send one dollar to Merchants Record Company, 431 South Dearborn street, Chicago, and this valuable book will be forwarded postage paid.

⁑

CONGRESSMEN APPROVE

THE National Suffrage Association, in its campaign to eliminate waste in the stores, has secured the approval of many members of Congress.

"I think that the producer, the middleman and the retailer are all inclined to be extortionate," said Senator King, author of the bill to establish a municipal market in Washington, in a statement to members of the suffrage association.

Senator Hollis, another member of the Senate

District committee, said that if lower prices did not follow the movement for customers to carry their own parcels home, the object of the movement would be lost.

"There is no room for debate upon the question, that unless the consumer is considered in the proposals for war-time economy there is going to be a breakdown in the whole scheme," said Senator Borah, a member of the Senate labor committee.

* *

NEW EASTERN OFFICE

TO properly transact our greatly increasing eastern business, larger and more commodious quarters are required. The eastern offices of Merchants' Record and Show Window are now located in suite 1520 in the famous Woolworth building, New York City.

Star Shows Location of New Eastern Office of Merchants' Record And Show Window In The Woolworth Building—The Highest Building In The World—750 Feet Above Sidewalk—57 Stories High.

T. G. Newbery, with a competent staff, continues to represent our interests in New York and the eastern territory. He will be pleased to receive his friends at the new office.

SALESMANSHIP IN SCHOOLS

BOSTON has a director of salesmanship in its public schools. The place is filled by Isabel C. Bacon, who, at a recent session of the National Retail Dry Goods Association, presented the question of co-operative courses in salesmanship in high schools and stores. She reported that her classes had increased in the last four years and that store executives were co-operating to make the work a success. In teaching salesmanship, there is actual demonstration of the processes, a teacher acting as a customer and another as a salesgirl.

* *

URGES ELIMINATION

FOLLOWING the rejection by the Senate of the provision in the Revenue bill, which provided for an increase letter postage to 3 cents, Senator John W. Weeks of Massachusetts urged the elimination also of the second-class postal rates aimed at newspapers and magazines.

"When we talk about giving a subsidy to a publication, whose fault is it," Senator Weeks said.

"Undoubtedly the fault, if there is such, rests with Congress, because Congress established the rate and has not changed it. Now having permitted a great business to be developed under this condition, is it fair or reasonable to take the time when the industry is laboring under the heaviest possible burdens to commence to change it?"

* *

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1917 have been made as follows:

Walter E. Zemitzsch, St. Louis, Mo.
J. W. Turley, Hartford, Conn.
J. H. Addison, San Francisco.
Jack Cameron, Des Moines, Ia.
J. Harold Chadwick, Johnstown, Pa.
Al Hagen, St. Louis, Mo.
Bert A. Smyser, Tacoma, Washington
R. L. Paxton, Fort Worth, Texas

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

CONVENTION OF THE I. A. D. M.

Most Successful Meeting Held At St. Louis—Splendid Program And Many New Features—Harry W. Hoile Of Birmingham Elected President—New York Chosen As The Next Convention City—Big Parade Outstanding Feature

WHILE the attendance was not as great as in some other cases, the Twentieth Annual Convention of the International Association of Display Men held at the Planters' Hotel, St. Louis, August 6-9, was a grand success. From the time President Berg called the meeting to order on August 6th until the newly elected president, Mr. Hoile, declared it adjourned on Thursday, August 9, there was not a dull moment.

One of the innovations of the convention and one which proved very popular with display men, and one that also assisted materially in advertising the Association, was the big parade. It formed in front of the Hotel Planters with over 400 men in line. About fifty Boy Scouts, and a military band headed the procession. Then came Al Kuntz of the St. Louis club, dressed as Uncle Sam, with the other display men following. The parade moved down Fourth street to Washington, up Washington to Eighteenth, across to Locust, down Locust to Twelfth, over Twelfth to Olive and back on Olive to the Planters' Hotel. Big crowds greeted the display men on their march.

President Harry W. Hoile

The visitors began to arrive as early as Saturday night and when the convention was called to order there were over four hundred display men present. Many more came later.

The educational program proved to be the big feature of the meeting, as usually is the case in conventions of the I. A. D. M., and this in view of the fact that several men who were to have appeared were unable to do so because of duties on Exemption Boards et cetera. The program was very well balanced and every phase of window display work was represented in the various talks and demonstrations.

Spirit and interest was added by the keen, yet wholesome rivalry between the candidates for elective offices, and between the champions of the Chicago and New York in the contest for the next convention city. Usually the chief interest is centered upon the office of president, providing, of course, that there is a contest, but this year, the contest for the next convention city created as much, if not more than the contest for president. It was hotly contested by two groups, with New York landing after John True, in a most eloquent and forceful manner, had presented the reasons why the Eastern city should have the convention of 1918. Chicago ran second, though it seemed that she was in a fair way to cop before Mr. True, by his strong arguments, swayed the necessary number to return New York the winner.

A similar turnover manifested itself in the contest for president, where Walter E. Zemitzsch, St. Louis, and Harry W. Hoile, Birmingham, Ala., were the candidates. Mr. Zemitzsch's cohorts were putting in yeoman's work and when Mr. Hoile's name was first mentioned as a candidate, Mr. Zemitzsch and his forces seemed to have things in a fair way for the election of the St. Louis man. However, Mr. Hoile proved to be a good campaigner and when the votes were counted, led his younger opponent by a comfortable margin. Thereupon, Mr. Zemitzsch moved that the convention make Mr. Hoile's election unanimous. This motion was seconded and carried.

In a brisk little tilt, Clement Kieffer Jr., Buffalo, N. Y., out-polled L. F. Dittmar, Dayton, Ohio, for the office of first vice-president, while Malcolm J. B. Tennent, Portland, Oregon, and T. Guy Duey, Grand Rapids, Michigan, were elected respectively to the offices of second and third vice-presidents. P. W. Hunsicker and W. H. Hinks were unanimously re-elected as secretary and treasurer, respectively.

The spirit manifested by the contestants for the various offices was typical of the Association.

A PART OF THE CROWD AT THE DINNER DANCE

Right now we want to say that Charleston, W. Va., should be as proud of its Display Men's Association as the members of the I. A. D. M. are proud of them. This live club had fifteen men in its delegation to St. Louis, and St. Louis and the men who attended the convention liked those boys. They looked fine in the parade, too, and incidentally captured the prize for the club having most men in line, and also the prize for having the most attractive banner.

The big contest conducted annually by the Association was bigger and better than ever, there being more than 1,150 photographs, sketches and show cards entered. The championship feature instituted during the past few months inspired greater efforts and as a result the finest collection ever entered was on exhibition at this convention. To Malcolm J. B. Tennent, Carl W. Ahlroth and T. Guy Duey goes the honor and distinction of being the first three champions. Rules and conditions governing this feature have previously been set forth in this journal.

MONDAY MORNING SESSION

President E. J. Berg opened the meeting as follows: "Ladies and Gentlemen: In the absence of a gavel, because we are not knockers, we will have to use the 'big mit.' We are about to convene the Twentieth Annual Convention of the International Association of Display Men. I am not going to make any long drawn out talk, nor go into what we have done during the last year, but am going to give you that in piecemeal. I think it is fitting, on this occasion, that we should open this convention with prayer, and I have great pleasure in introducing Rev. S. E. Ewing, who will lead us in prayer."

(Rev. S. E. Ewing, D. D., Superintendent of the St. Louis Baptist Mission Board, asked the Divine Blessing.)

THE PRESIDENT: "Gentlemen, after that beautiful prayer and the thought that is brought out by Reverend Ewing, it ought to stimulate us to do big things. I am not going to talk any more, but we have with us this morning Mr. Richard S. Hawes, Vice-President of the St. Louis Chamber of Commerce, who will address us and welcome us here. We know, before he says anything, that we are welcome here. I take great pleasure in introducing Mr. Hawes." (Applause.)

ADDRESS OF WELCOME

Mr. Hawes addressed the convention as follows:

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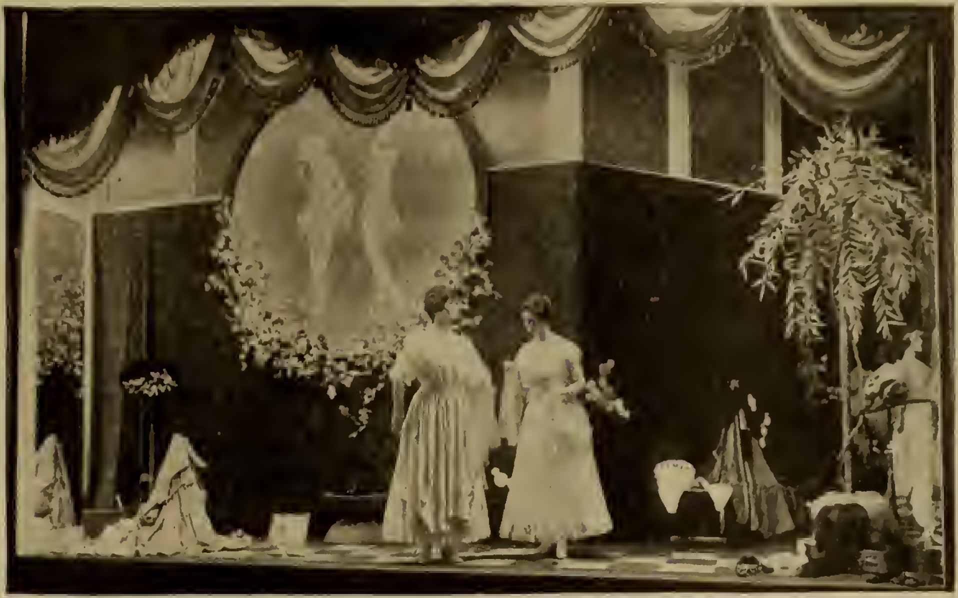
UNCLE SAMS CHOISE

THE LIVE BUNCH FROM CHARLESTON, WEST VIRGINIA

PART OF THE CROWD THAT ATTENDED THE 20TH ANNUAL CONVENTION OF THE I. A. D. M.

"Mr President and Gentlemen: Personally, I have always been opposed to addresses of welcome, because I have sat in many conventions like you attend and have been tired out with an hour and a half to two hours' harangue about the beauties of the city you are visiting, and, briefly, I want to say that you will not be inflicted with that kind of an address of welcome. It is a use of surplus words to say that you are welcome in St. Louis, because we are glad to have men of your kind here. We men in St. Louis have, in the last ten years, put the 'pep' and the real life into the civic spirit of St. Louis which we admit was lacking in the past; but no place now can you find amongst us a spot which does not believe in the town; no place can you find any one that does not believe St. Louis' future is greater, or as great, as any city in the union; no one who does not believe St. Louis is a city surrounded by the country. We have a city of nearly 900,000 people, within 24 hours of fifty millions of people. We have the largest shoe industry in the world; we have the largest drug industry in the world; and I could go on and enumerate the large things, if time permitted; but I promised not to make that kind of a talk, but we have a good town and we believe in it. How do we get that good town and how do we believe in that good town? By putting up a good front. And that is what you can do for your business. You put up a good front. You supply the necessary eyesight of the people into the business, the avenue for seeing what the business will give and what it will supply; and so St. Louis is now making itself a display —it is on display all the time, and its display men have done most wonderful work, and the International Display Men are leaving their trade mark on every community in the world. (Applause.) They are going further than leaving it on the community, gentlemen, they are leaving it on the civic and society life of the country. You are leaving it now on the patriotic movements of the country, because no one has supplied a greater avenue of enthusiasm, of encouraging patriotism by true Americanism, than you men in your windows in St. Louis, and I thank you for it for St. Louis. (Applause.) I do not say these things in fulsome praise, because I do not feel that kind of talk is necessary to men of practical business experience. I say it from true heart feeling, because when I walk down the main streets here and look into the windows of your organizations and associates I see window after window given up, of course first to the artistic display of merchandise—and you men must be artists. You talk about the artists of Paris. Why, the artistic mind must predominate in the display man or he cannot be a success. He is an absolute failure unless he has the artistic mind. And he must combine with that mind the mind of a merchant—what is necessary to draw to him the eye of the people, the passerby, or what will bring him into his store. As we walk down our streets what do we see? We see, first, the artistic, of course; but there is not a window in this town, worked up by your associates in this organization, which somewhere in it does not bear a message of true Americanism. Not one. And this has not been inspired by the heads of the concerns; this has not been ordered by the heads of your departments; this has not been ordered by the presidents of your companies. These inspirational thoughts of patriotism, constructive ideas, came from the men who build the picture in the window; so, therefore, my words of thanks were not in fulsome praise, but sincerely made. Now, gentlemen, St. Louis is glad to have you here. We want you to feel that we are not your hosts, but your friends. Hosts are only those sometimes who see you today and forget you tomorrow, but we do not want it to be that way with you. We want you to feel that the city belongs to you. While I haven't an official key to give you of the town, I can give you the heart of the town, through the Chamber of Commerce and through the business houses. (Applause.) I can say to you that the business world will listen with a great deal of interest to your deliberations. We believe they will be fruitful; we believe they will be beneficial to our laymen; we believe we can measure our responsibility perhaps—and I say that in the nature of a banker, because I happen to be a banker—measure our responsibility to the merchant perhaps by what you men show, the results attained by your display work; so we are here to serve you; we are here to ask that you ask us to serve you. Visit our banks and mercantile houses, say "I am a display man," and you will get the thing right away. We will show you anything we have. We won't give you what we have, because that would be an exaggerated expression. We welcome you in St. Louis. We hope you will go away from St. Louis believing in it as we believe in it. We trust your deliberations will be of benefit, not only to our town, but to your organization as well. I thank you very much." (Applause.)



First Prize, Class 1, M. J. B. Tennent, Portland, Oregon

First Prize, Class 2, M. J. B. Tennent, Portland, Oregon

The President: "Gentlemen, after those remarks of welcome we do feel welcome, and being a banker, you know we may have to meet the gentleman personally. (Laughter.) I don't think Mr. Hawes has said everything, and we have Mr. Zemitzsch with us; Walter has done big things and we want him to tell us how glad he is. We know how glad he is, but we want him to tell us. I take great pleasure in introducing Mr. Walter Zemitzsch." (Applause.)

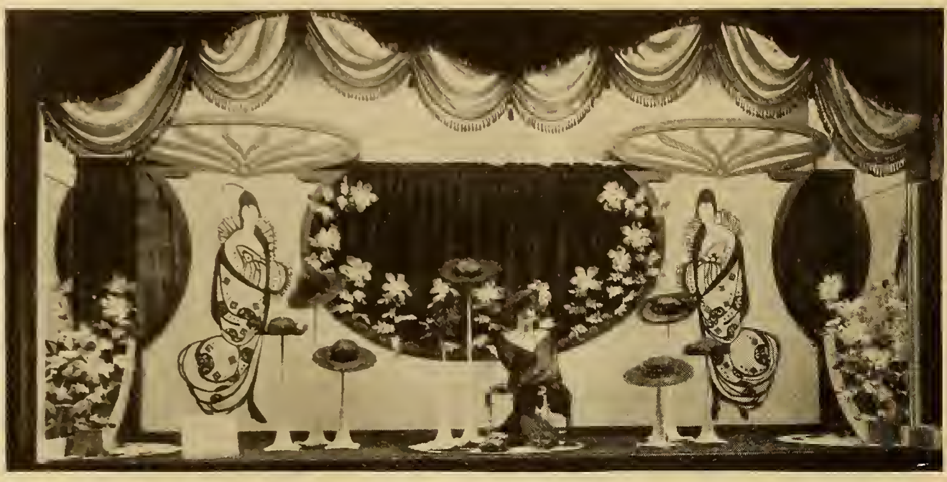
WALTER E. ZEMITZSCH

Walter E. Zemitzsch said: Mr. President, Ladies and Gentlemen, and Fellow Displaymen: I am proud, and the St. Louis Association of Displaymen is proud, and the City of St. Louis is proud to have you here. During your stay in St. Louis we want you to feel at home. This is the first time the International Association has had the convention in a city with a real Display Men's Club to entertain you. I want to thank the manufacturers for their hearty cooperation and assistance and I hope that every member of this Association will see their most excellent exhibits. I am not a speaker, and I thank you." (Applause.)

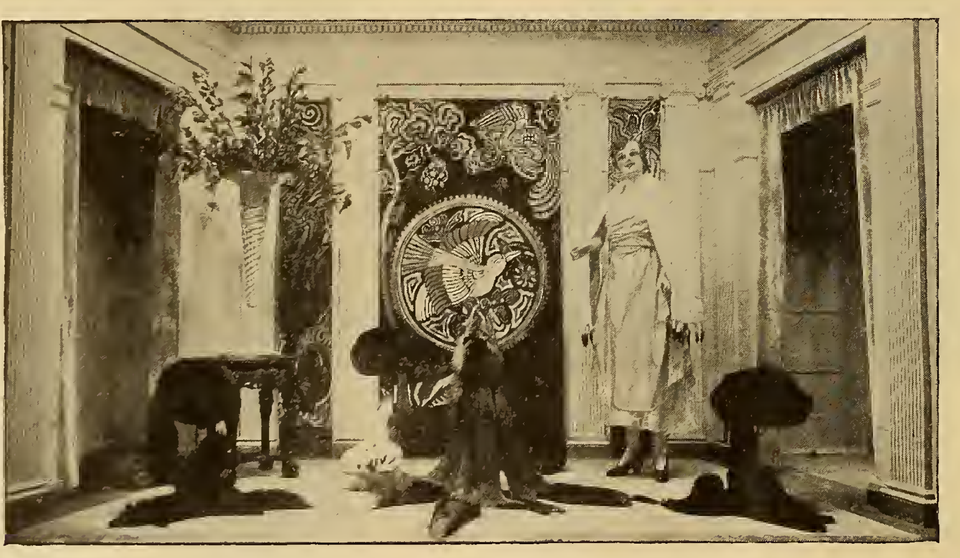
The President: "Mr. Millward is not here this morning to respond to the address of welcome. He is home with his son, who has been drafted. He said he didn't know which was harder, to come here or stay with his son, and I am awfully glad he was so big he is going to stay with his boy. We will now get down to our regular routine of business. The first order of business is appointment of Committee on Order. We generally have two or three members on that committee, but as a general thing we don't need so many, and in looking around here this morning I see a good big husky fellow over there. I will appoint Harry Hoile on order, and I know that he will maintain it. On the Committee on Resolutions and By-Laws I will appoint Mr. Rogers and Mr. Potter. There is some very important business to come up before them.

First Prize, Limit Class 3, C. E. Duff, Marietta, Ohio

Appointing of Board of Auditors. That is a job not very many of the boys like, but we have several wheel horses here that have gone through it and they have always done it to such a nicety and come out in such good shape that I am going to appoint Mr. Wanamaker and Mr. Hoffstadt on that committee. Appointment of Judges of Awards. We have four classes this year, and I do not believe there is a man in this room that can conceive the magnitude of the entries. In the photographic and show card class this year it is really wonderful. We had a wonderful collection last year, we thought, but I think it is 50 per cent better than it was last year. We will have to have twelve judges on that. Judging the Women's Class, from Class 1 to Class 14, I will appoint Mr. Paxton, Mr. Cameron and Mr. Farrell. For the Miscellaneous Class, Messrs. Rainwater, Berkheimer and Harre. On the Men's Wear, Messrs. Rogers, Friedman and Kuntz. On the Cards, Messrs. Swank, Carl F. Meier and Chadwick.



First Prize, Class 3, M. J. B. Tennent, Portland, Oregon



First Prize, Class 4, Fritz Johansen, Union Hill, New Jersey

"The Report of Committee on Membership is a lengthy one and takes up lots of time. We want to keep you boys interested, and not give you anything you don't want to hear, so I think we will take that up in the executive meeting tonight, because I know in past years you boys wanted the Executive Committee or Board of Directors to do it rather than do it yourself. Most of you are members of the Display Men's Association for four days in the year, and there are a good many of us that have to do all the work for 365 days, and we are willing to do it, so we will take that off the floor."

The meeting was then adjourned until 2 o'clock Monday afternoon.

MONDAY AFTERNOON SESSION

President Berg called the meeting to order and said: "The first number on the program is Mr. Hopkins. He is unable to be with us. He has been drafted and is on the Registration Board in New York now and cannot leave. In fact, he is in the service now. Mr. W. R. Chandler, display manager for Fountain's, Greenwood, Miss., will now give us a demonstration on papier mache making."

Mr. Chandler gave a very interesting and instructive demonstration on the making of papier mache ornaments. In a very easy manner he explained every detail from the making of the pulp to the turning out of the finished product.

Following this demonstration the president announced that unfortunately Jerome S. Wensole, Minneapolis, and Frank Tucker, card writer for Joseph Horne & Co., Pittsburgh, were unable to be present, so W. H. Hinks of the John W. Thomas Co., Minneapolis, kindly consented to appear at this time instead of the time designated on the program for his address, which was Wednesday, August

8th. In introducing Mr. Hinks, Mr. Berg said: "Since we are unable to have Mr. Wensole and Mr. Tucker with us this afternoon we will move up a notch on the program, and Mr. Hinks will give us a talk on 'Cooperation Between the Display Man and the Advertising Man.' You may be sure that this will be an interesting talk. You all know Mr. Hinks of Minneapolis."

First Prize, Class 5, Fritz Johansen, Union Hill, New Jersey

The President: "Mr. Hinks seems to be the only representative from Minneapolis; in fact, from the Twin Cities. I said this morning that Mr. Millward could not come, and I received a wire from Mr. Lindblom: (reading) 'Sorry to advise you that I will be unable to attend convention. Hope you will have big success and all have good time. My regards to everybody. Arthur W. Lindblom.' It is very disappointing to me to have to tell you so many of these people on the program are not here. Those that are here have big displays and they are unable to get them together this afternoon, and several of them are up judging the photographs and the show cards."

First Prize, Limit Class 6, Matt Markuzich, San Antonio, Texas

The second session was then adjourned to convene Tuesday morning at 9:30.

TUESDAY MORNING SESSION

President Berg said:

"Gentlemen, come to order for the morning session. I have to announce that Mr. Schooler, the first on the program this morning, is not here, in fact has not been heard from. The second number I will have to postpone and put back. Yesterday I was looking in the back of the program and bringing them forward. This morning I have to push them back. Mr. Duey's demonstration is not ready. He has something, as I understand it, very elaborate, and in order to do it justice we want to start promptly at 2:30 this afternoon, because we want to get through so we can take that automobile ride.

First Prize, Class 7, M. J. B. Tennent, Portland, Oregon

"It has always been customary on the fourth day of the convention to vote on the convention city. A great many of the boys leave after we have our banquet. We do not want to see anybody leave until after the voting this year, because we are going to have something worth while. This voting on the convention city is a very vital point. Of course, they all want it; they are glad to have us; they tell us that anyway, and it has always been on the fourth day, when very few are here, and it does not give an even break to those that have been here and had to leave to say where they should go. Another thing we should not do in selecting the convention city; we do not want to be selfish. If the convention city is for the good of the Association, it should be held in some locality that will do good for the Association, getting new members, stimulating clubs in that district, or anything that will give us a bigger membership. We should sacrifice our own selves by saying 'While I cannot go, for the good of the Association I am going to vote for San Francisco,' or some other place. You know we have to grow, and we have had an awfully hard struggle. We are twenty years old and we are just learning to walk now. I thing we have accomplished more real educational work in the last year than we have in the past nineteen. So we are going to give the floor over tomorrow afternoon at 4 o'clock to the addresses of welcome and the voting on the next convention city."

First Prize, Class 8, E. W. Calvin, Springfield, Illinois

First Prize, Limit Class 8, Herbert Daniels, Saskatoon, Canada

B. A. Rainwater, card writer for Hess & Culbertson Jewelry Co., St. Louis, then gave a very interesting demonstration on the use of "speed letter pens," lettering and ornamenting of show cards. Mr. Rainwater's demonstration was highly instructive.

D. M. Hansen, display manager for A. Schradszki Co., Peoria, Ill., was next on the program and kept the entire assemblage keenly interested while he demonstrated the handling of men's furnishings and the best methods of arranging unit displays.

Following Mr. Hansen's demonstration the meeting was adjourned.

TUESDAY AFTERNOON SESSION

T. Guy Duey, display manager for Wurzburg's, Grand Rapids, Mich., was the first on the program and the convention hall was crowded during his demonstration. Mr. Duey's ability is well known and the members realized in advance that this was a number not to be missed. Mr. Duey draped four exquisite gowns on live models, and his demonstration proved to be one of the gems of the program. Full details regarding this demonstration are to be found on another page of this issue.

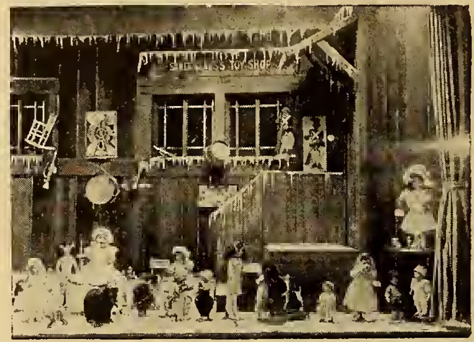
First Prize, Limit Class 9, Matt Markuzich, San Antonio, Texas

First Prize, Class 11, Carl W. Ahlroth, Columbus, Ohio

Clement Kieffer, Jr., display manager for C. A. Weed & Co., Buffalo, N. Y., followed Mr. Duey and at the completion of his demonstration was given round after round of applause. Before putting on a display of ties, showing the arrangement that he uses in the Weed windows, Mr. Kieffer addressed the members as follows:

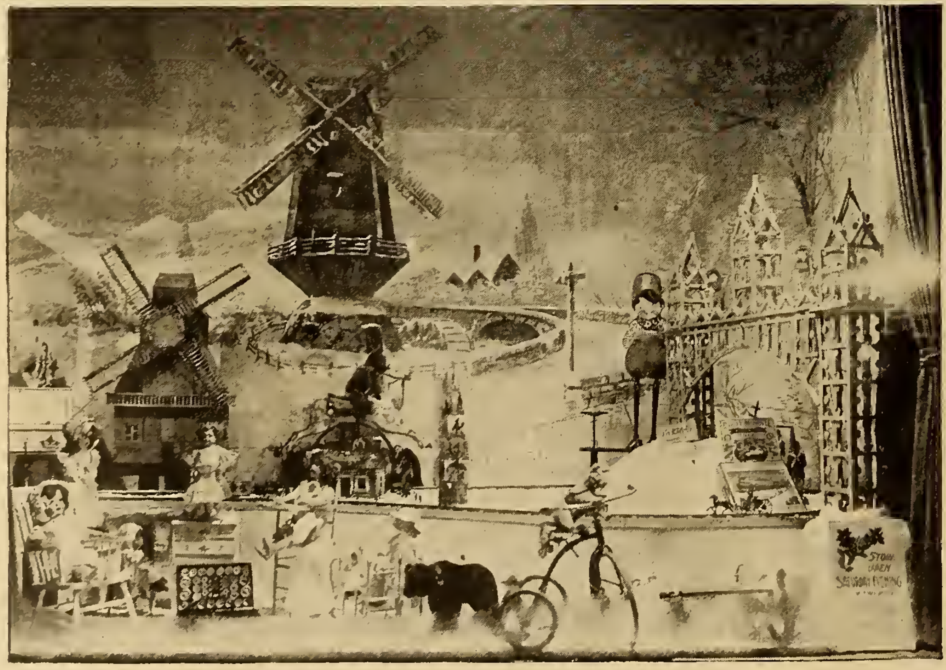
"The chairman of the program committee, Mr. C. J. Potter, happened through Buffalo on one occasion when it so occurred that I had just finished trimming a window for our semi-annual 95 cent neckwear sale, when he remarked that I should put on a demonstration at the St. Louis Convention. Very jokingly, I answered in the affirmative and he has held me to that promise. I want to assure you that it is a real pleasure to come here and try to put on a demonstration.

First Prize, Class 12, H. B. Martin, Buffalo, New York



First Prize, Class 13, Walter Lanthoff, Buffalo, New York

"Before I have anything to say about neckwear sales and the results we get from them, I hope you will grant me the indulgence to say a few words about the coopera-



First Prize, Limit Class 13, Walter Lanthoff, Buffalo, New York

First Prize, Limit Class 14, Clement Kieffer, Jr., Buffalo, New York

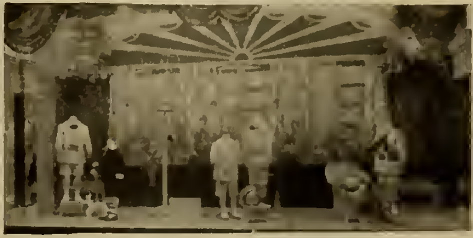
tion that I receive from my employers and their buyers, which I think will be very beneficial to you.

"First, I would like to say, I do not represent a store with 100, 200 or 300 feet of windows. On the contrary, I have only two windows and an outside showcase—a frontage of 33 feet. We try, and I think we succeed, in competing with the average store that has ten to thirty windows.

First Prize, Class 14, Fritz Johansen, Union Hill, New Jersey

"It has been truly said that an advertising man and a display manager are in the same department, performing the same duty—trying to achieve the same results, only appealing to the public from different viewpoints—yet how many establishments cooperate with the display man in such a manner as to achieve the maximum of results with the minimum of expense? And by this I mean that an advertising man's expenditures are guided by knowing how many suits, hats, scarfs, shirts, etc., were sold. And furthermore, he is given figures from all the departments to help guide him in his advertising. Now, if the display man is expected to get results from his windows, he too should be given these same figures, so as to be ever on the alert to put on display in the show window or on the tables and show cases throughout the store, the right thing at the right time, without being told to do it.

First Prize, Class 15, M. J. B. Tennent, Portland, Oregon



First Prize, Class 16, M. J. B. Tennent, Portland, Oregon

First Prize, Class 17, Carl W. Ahlroth, Columbus, Ohio

"I have here a card which is handed to me by the stock man and receiving clerk on which a swatch of cloth is attached—all the information as to the article, who made it, how it is made, its style, its features, how many have been sold, how many garments we have in stock in number, its manufacturing number, our own red lot, are printed

First Prize, Limit Class 17, Clement Kieffer, Jr., Buffalo, New York

First Prize, Limit Class 19, Clement Kieffer, Jr., Buffalo, New York

thereon. This is filed in a large book and when selecting garments for our windows, I have but to consult this book. The salesmen then pick out the garments and send them to the tailor shop for pressing.

"This same system is also used in our furnishing department, the only difference is that the buyer brings the actual merchandise to me and gives me the history of the shirt or scarf, etc., mentioning if it is peau-de-crepe, imported madras cloth, Japanese crepe, oxford or cheviot, pussy willow crepe, or just a plain printed percale. I make a memorandum of these articles and keep them before me.

"The hat department does likewise, showing me the new shapes as they are purchased. These ideas may seem superfluous, but when one sees by the record that we are not selling waist coats, office coats, bath and lounging robes, or not getting our share of the $35, $40 or $45 suit business; and when these items are shown in the windows, he sees that the $45 suit business has taken a jump and that we sold six more waistcoats the day we had only a few mixed in with the clothing display than on the day previous, Mr. Display Manager takes a keener interest in his work and it will become a matter of personal pride in him to increase the business; just as much as it is a matter of pride for the buyer to increase the business in his department.

First Prize, Limit Class 18, J. E. Hancock, Charlestown, West Virginia

"I would like to say that our best results are obtained by adhering to the unit system—but our units are in the form of a solid front (two windows and a case). These fronts remain one day, when one window and a case is taken out and given to another department At the end of the week (Friday) our windows are changed so as to have a representative showing of all departments. They are then changed Saturday night for Monday's business.

First Prize, Class 19, Clement Kieffer, Jr., Buffalo, New York

First Prize, Class 20, M. J. B. Tennent, Portland, Oregon

First Prize, Limit Class 21, C. J. Nowak, Coshocton, Ohio

"In regard to our cards, we use a 22x36 card suspended from the ceiling—changing the color of the card, its layout and lettering every week—price tickets to match.

"In regard to our neckwear sales, this can be said: We are firm believers in showing merchandise, and as a general rule we use 20 to 25 dozen scarfs in one of our windows. These scarfs are arranged on collar blocks, clusters and stands (occasionally having a piece of high grade furniture to enhance the display) the day previous to the sale, and every conceivable unit is brought into play to emphasize the beauty of the scarfs. I am using the same neckwear that we contemplate selling at our next sale at 95 cents. I have seen these sales grow from 16 dozen scarfs a day to 87 dozen. I have seen our 98 cent shirt sales grow from 25 dozen to 468 dozen in one day.

First Prize, Class 21, T. Guy Duey, Grand Rapids, Michigan

"In conclusion I would like to show you an enlarged copy of my diary showing how I record my work from day to day and charge the departments for the window space used."

Following Mr. Kieffer's talk and demonstration the fourth session was adjourned.

First Prize, Limit Class 20, V. L. Carson, San Antonio, Texas

WEDNESDAY MORNING SESSION

President Berg opened the fifth session at 9:30 a. m., and announced that L. F. Dittmar of the National Cash Register Co., Dayton, Ohio, would open the educational program for that day. Mr. Dittmar is rapidly making a big name for himself and was very interesting throughout. His talk was illustrated by a series of slides. Mr. Dittmar said:

"Since the question has arisen so often as to what the duties of a display man are for a national advertiser like the National Cash Register Company, I have prepared slides to illustrate the most essential and everyday duties of the display department. Much time has been given over to a system by which each agent of this company will at all times receive advertising matter for his show window.

First Prize, Class 24, M. J. B. Tennent, Portland, Oregon

First Prize, Class 25, J. Walter Johnson, Portland, Oregon

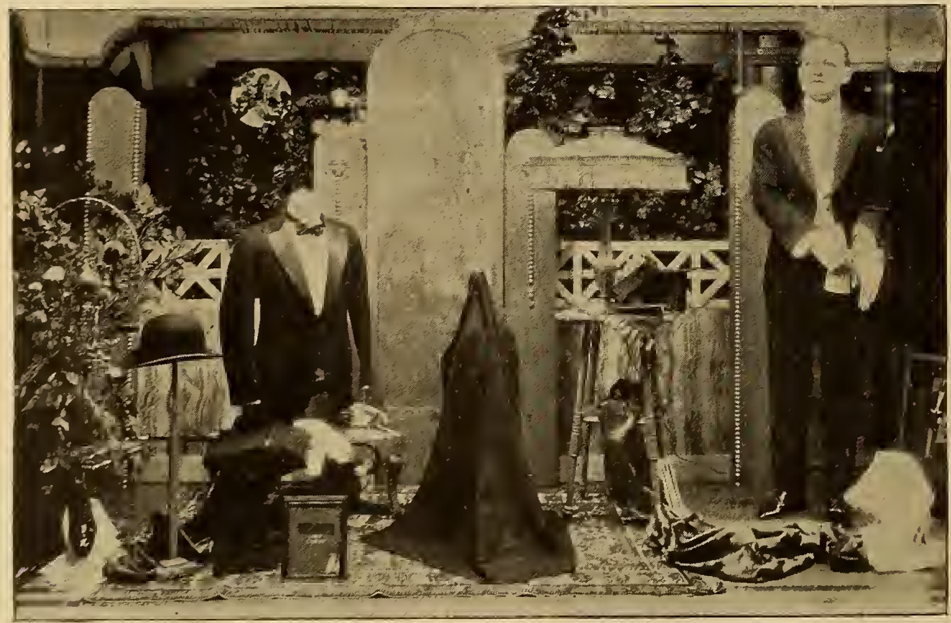
"The first slide shows the principal duties of the display department, each duty in a separate column, showing the various lines of work outlined under this heading. Slide No. 2 shows that a window to fulfill its mission must indicate the character of the store, be truthful, be simple, follow up the merchant or manufacturer's local or national advertisement, and finally, in itself be a good advertisement. The third slide showed a departmental meeting of the men in the window display department. These meetings take place every Monday morning and every man is given an opportunity to make suggestions at any time pertaining to the window department or any other department.

"Slide No. 4 illustrated how a window should tell its story—simply and in terms that all can understand. The fifth slide shows men at work decorating the windows, and in the sixth we see how the best displays are made: First, by lighting; second, simplicity; third, cleanliness; fourth, show cards, and fifth, frequent changes.

"Slide No. 7 shows a model delicatessen store located on the fourth floor of the office building. Real merchandise is used for display purposes, and the general tidiness of the store is looked after by the display department, which is just as essential as a tidy window itself. The next slide asks you if you study the window display magazines. This is very important, as most of the best men in the display field today contribute to these display magazines some of their best work. Every display man ought to have in his department one copy of each magazine which devotes its time to window publicity.

First Prize, Class 22, Tom Allen, Douglas, Arizona

"Slide No. 9 shows how window display is made simple for an agent to install. The sketch is made of the display and explanation of the same is printed underneath the sketch and in this way it is an easy matter for all National Cash Register agents to use show windows to good advantage. The next slide shows the Sign Painting Department. In this department the show cards, signs and posters are made—all by hand. Slide No. 11 is a reading slide and shows the object of a window Advertising Department. That object is to express in picture through the window the merchandise sold in the store.



First Prize, Limit Class 24, Arthur W. Lunny, Buffalo, New York

"Slide No. 12 shows how store signs are painted for the demonstration rooms. These signs are painted in shade cloth and put on rollers which the agent uses as

First Prize, Class 26, J. Walter Johnson, Portland, Oregon

First Prize, Limit Class 26, Claude Malette, Grand Rapids, Michigan

an ordinary window shade. The register is placed against the sign to give the impression to the prospective purchaser of a drug store, hardware store or grocery store, depending upon the line of business the prospective purchaser is interested in. This manner of demonstrating makes it easier for the agent. Slide No. 13 tells what a big advertising manager thinks of this method of window advertising.

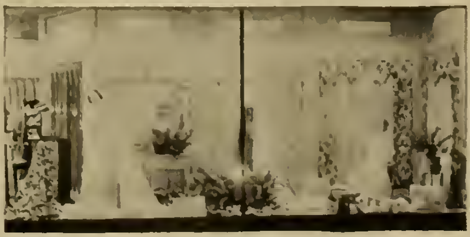
First Prize, Class 27, J. Walter Johnson, Portland, Oregon

"Slide No. 14 is a reproduction of our arcade on the main floor of the office building. On each side of this arcade there are eight show windows devoted entirely to the welfare work of the company and the display of National cash registers. Slide No. 15 asks the question, 'How do your own windows impress you?' This is a very important question for every display man to ask himself. Slide No. 16 shows a bulletin board which is used in the Display Department to show each man what his duties are for the day. A small clip is placed under each man's name, and each order that is issued for work to be done on that day is placed on this clip. This method of distributing each day's duties does not allow one man to get all and the other nothing.

"Slide No. 17 shows the model stores on the fourth floor of the office building. They are decorated with actual merchandise and visitors pass through these stores twice each day accompanied by a guide who explains the reason for these small stores. The last slide shows a corner of our Advertising Department where all the posters and window displays are sent for the final O. K." (Applause.)

At the conclusion of Mr. Dittmar's talk he announced to the members present that should any of the hearers desire the loan of the set of slides shown they could be had for the asking.

President Berg: "I am sorry that we haven't a larger attendance this morning, because we have a man to talk to us who knows the game from A to Z, and he covers things that we want to hear. It is a privilege and a pleasure to introduce Mr. Paul C. Baker, superintendent of Famous & Barr, St. Louis, who will talk on the "Evolution of Window Display."



First Prize, Limit Class 27, P. W. Hunsicker, Grand Rapids, Michigan

Mr. Baker said: "It has been said 'that to learn, it is sometimes necessary to stop and review the past.' Suppose for a few moments we go back fifteen or eighteen years, and recall to our minds the windows and the display methods then in use.

First Prize, Class 28, R. A. Young, Oklahoma City, Oklahoma

"Remember how we had our windows lighted?—Was it a a large electrolier hung from the ceiling, or was it a border of incadescent lights, or was it an arc lamp suspended over the side walk in such a manner that it accomplished two purposes; lighting the window and also the front of the building? Many merchants, I remember, contended that the lighting of the side walk was just as important as lighting the windows. I think I am safe in saying that today you can find many stores, whose properietor is spending large sums of money to maintain large glaring arc lamps on the front of his building instead of concentrating the light properly on the merchandise in his windows.

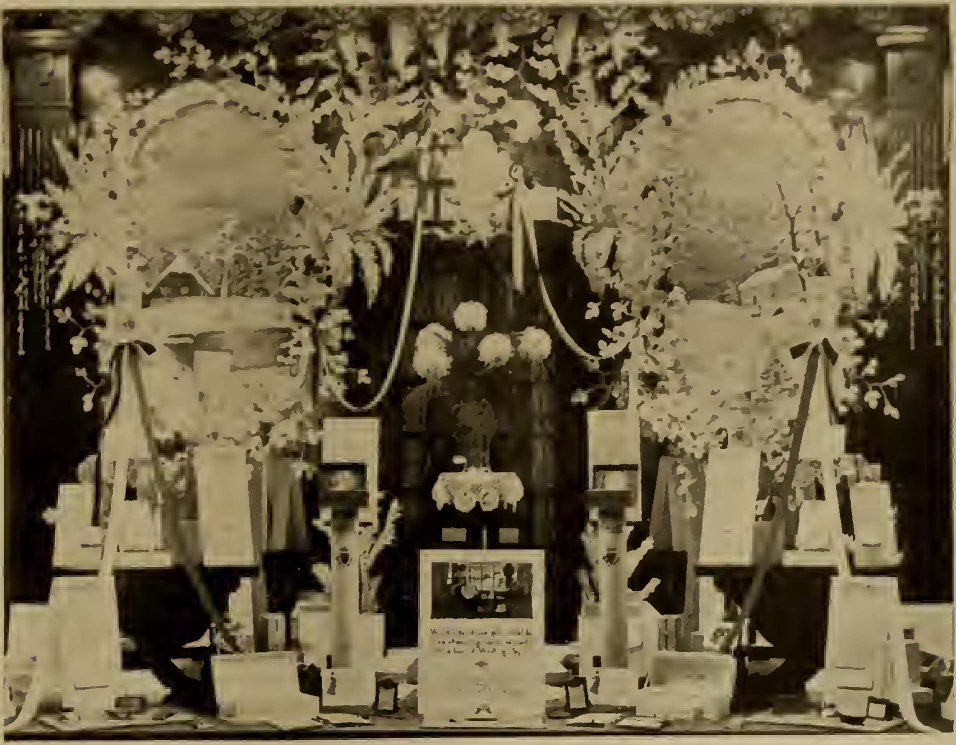
"Do you remember the back ground?—Built usually of the most common kind of lumber unfinished because they were always covered completely with either cheese cloth, muslin or draped with the merchandise displayed in the window. This latter instance usually when yard goods were to be the attraction.

"In those days the display man gave as much attention to the draping of the merchandise over the ceiling, back and sides as he did to the arranging of the forms. I can recall our man as saying the window was practically finished as he only had the forms to stand in place. And speaking of forms makes me think of—

"The fixtures we used then in our windows—No sane man man thought of spending any amount of money for fixtures. The display man had a saw, a hammer, nails and access to the room where the empty boxes were stored after being unpacked. I have helped to build many stands for displaying yard goods, by cutting a board 1 foot or 10 inches square for the base, a 2 inch square upright 3 inches to 6 inches in height and a semi-circular top. I have also covered many boxes with cambric and cheese cloth. One of the rules in those days was, that not a particle of the floor, back or sides of the window should show.

"How we did pile in the merchandise—Not necessarily merchandise from any one department, but often we would try to represent as many departments as possible in the one window. Naturally displays of this kind required so much labor that the windows were not changed very often. Once in two weeks; sometimes they were allowed to remain three weeks. In many instances the window was allowed to remain as long as an inquiry was received in the department for any of its contents. This was the only way in those days of

First Prize, Class 29, M. J. B. Tennent, Portland, Oregon



First Prize, Class 31, E. F. Swank, Crawfordsville, Indiana

determining the value of the display. The window display man would come to the department with the question, 'Are you still getting calls from No. 2.' Answer, 'Yes, I had one yesterday.' Reply, 'All right, guess I'd better leave that window in for a few days more.'

"The signs were large and numerous. Often times an attractive display was covered with a sign. I have had occasion many times to view a window from the opposite side of the street and be unable to distinguish anything but signs reading, $1.00, $1.50, $2.00, etc., but then what was a window without large signs and plenty of them? Large signs in a window always make me compare the window with a newspaper advertisement that is made up of large price marks and the names of the items in such small type that you need a magnifying glass to read them. I have never been able to understand just how the ad scribe expected to attract the customer with a great big $1.00 price mark. Better reduce the size so that he could at least put the name of the article beside it in equal size, for instance: Men's Shirts, $1.00 means something to the customer at a glance. But I am inclined to want to get to the other side of the argument. '*The present.*'

First Prize, Limit Class 30, Arthur W. Luney, Buffalo, New York

First Prize, Limit Class 31, C. J. Nowak, Coshocton, Ohio

"Displaying merchandise in windows today has become an art. The merchant's prime object seems to have undergone a complete change. True, he still is anxious to secure just as much immediate results as he did in the years gone by, but his vision is far greater, he anticipates the future. In other words, the endeavor today is to sell the immediate buyer, but also to impress every passerby in such a manner that should that individual become a prospective buyer next week, next month, six months from now, they will recall that display and come to that store at least to look. When this theory was first advanced to me about ten years ago I thought the man was a dreamer. I discovered that he was much awake—I had been asleep. What changes have brought this new creation?

First Prize, Class 30, Carl W. Ahlroth, Columbus, Ohio

"I can recall the first lighting reflector I ever saw, so made that the rays of light were concentrated on the merchandise and concealed from the customer's eyes. The thought that came to me was that the fellow who was selling those reflectors had about the easiest job in the world. I supposed that the merchants would fall over themselves in their effort to install that method of lighting. *Not so.* We

First Prize, Class 32, C. E. Wilson, Cedar Rapids, Iowa

are not so willing to accept other people's ideas regardless of how good they may be. Today you can find hundreds of stores using the exposed light which affords them only about 20 per cent efficiency.

"The backgrounds of the present possibly afford the greatest argument of today. My opinion may differ with that of any other person in this room. However, I have an opinion on the subject and I give it for your consideration. This opinion is based on a personal experience.

"In the Spring of 1911 I remember seeing a window in Minneapolis which greatly impressed me with its wonderful background. I remember that same season some wonderful windows in Chicago. I can picture in my mind the marvelous beauty and wonderful details of those windows. But I could not to save my life recall what kind of merchandise was displayed in those windows. On the other hand, I had occasion some time ago to visit Pittsburgh and naturally enough went window shopping the first night I was there. It was during the fall season my attention was attracted to a series of windows in driving by a certain store. The impression made was to make me want to see more of those windows. I went back later, they were some of the most wonderful women's ready-to-wear windows I have ever looked at. Those dresses and cloaks were gorgeous. But the backgrounds, while they were wonderful—their detail, I have no recollection.

First Prize, Class 33, R. A. Young, Oklahoma City, Oklahoma

"My opinion is that those Chicago and Minneapolis backgrounds were failures. Those in Pittsburgh a success. A background should serve to display the merchandise in the windows to the best possible advantage.

"When a background is so gorgeous, so wonderful in execution that the customer in telling her friends of the wonderful windows she saw at Famous & Barr Co., describes the background, that window is a failure. But when a customer enthuses over a window display and refers to it as the window with the beautiful ribbons, then that background has accomplished its purpose.

"The most simple and inexpensive backgrounds can often be made the most desirable from the point of showing off the merchandise to the best advantage and I believe that to be the prime object.

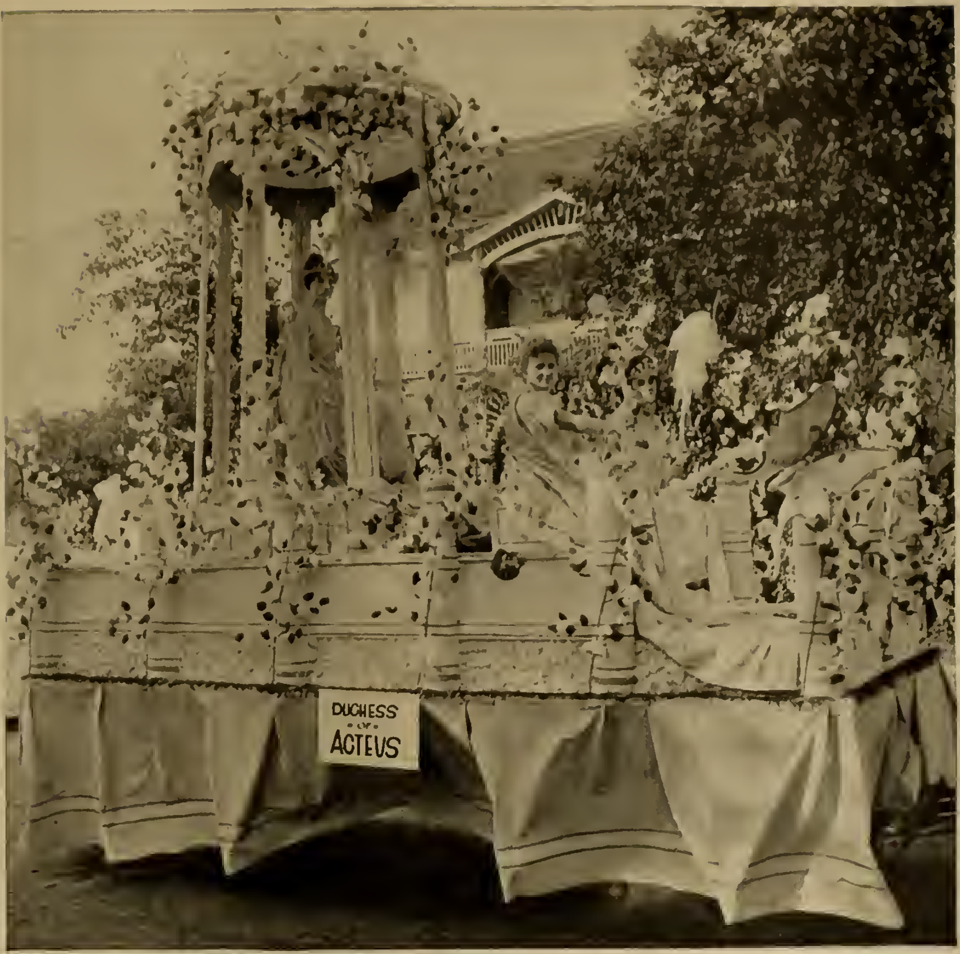
"Make your backgrounds so they attract the eye to the merchandise and not to the background itself.

"How to display the merchandise. I can't tell you how to do it, but I can possibly tell you some of the effects when it is not done properly.

"The old method of getting as much in a window as possible, I think made the people see-sick, spell see S-E-E. They see too much and the results are they are all at sea. Speaking of window decorating is just like seasickness—one thing brings up another. However, the day is passing rapidly for crowded displays. Concentration seems to be the object. Concentrate on light, article, style of merchandise, price and color.

"We are beginning to realize that one at a time is the best theory. Three blue skirts with a small $2.50 ticket has proven more aattractive than nine skirts, some green, some blue, some brown and some some other color with one $1.50, another $2.00, another $2.50, etc., in the same window. Do not try to overload the mind. One will attract, three will detract.

First Prize, Limit Class 33, C. E. Duff, Marietta, Ohio



First Prize, Class 37, V. L. Carson, San Antonio, Texas

"The windows of today are beautifully finished along neutral lines, display fixtures are made with the same object in mind.

"My personal opinion, again, if you please, is that it is a greater mistake to get too much in a window than too little.

"How different from a few years ago. We are living in an age when a confirmed policy today is ancient history tomorrow. And in closing let me emphasize this thought: A man must be constantly on the alert to grasp new theories, new ideas if he wishes to keep up with the procession. We cannot afford in these days to ignore the other fellow's opinion or suggestion. He may be only a window boy today, but he may see a new possibility; he may have a great idea in course of evolution that may change present methods. That is why it is a good plan to get together in convention in this manner and exchange ideas. We learn from each other and we must endeavor to at all times keep our minds in a receptive mood for criticisms and suggestions. And in criticizing ourselves, don't be as lenient or charitable with ourselves as a friend of mine was in speaking of his wife's fault.

"He said, 'My wife only has one fault, that is, when she gets drunk she swears like a trooper.'

"Gentlemen, I thank you."

Adjournment was then taken until after lunch.

WEDNESDAY AFTERNOON SESSION

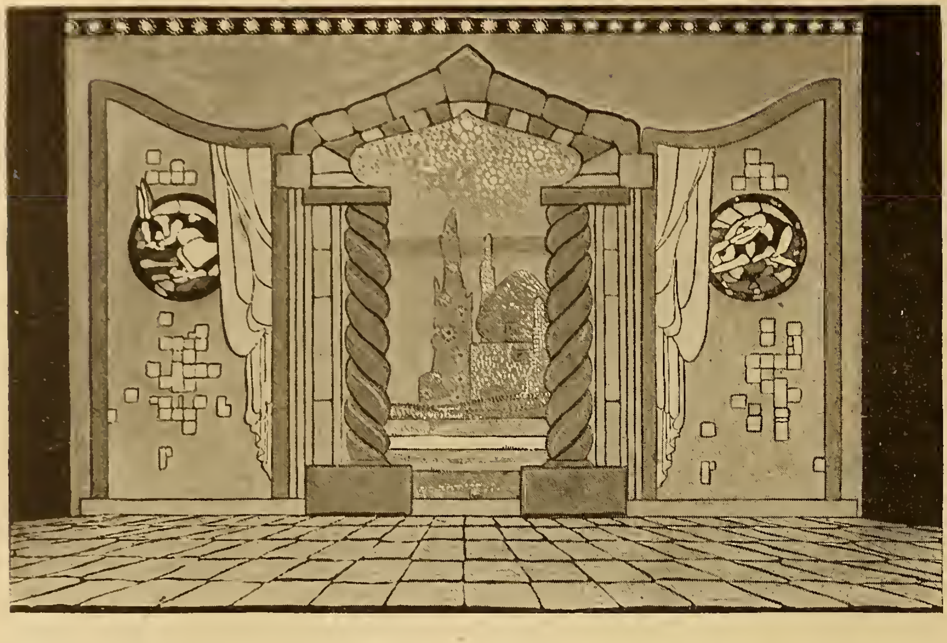
The President: "Gentlemen, come to order for this afternoon's session. On the election of officers we have so many men that I suppose it will take some little time to make your choice. It is going to be hard for some of you to make a choice. We will bear with you a little time and after the ballots are taken the tellers will retire to the side room and count them and our demonstration can go on and the announcement of the result made as soon as the votes are counted. As tellers I will appoint D. B. Bugg, A. M. Kuntz and Orval Simpson. We are voting this year on what might be termed the Australian ballot system. To do away with these long periods of waiting and voting for each one separate, we have a ballot in such shape that you can vote the entire ticket."

The ballots distributed and members having voted the tellers collected the ballots and retired to make the count.

On motion seconded and carried, the Merchants Record and Show Window was adopted as the official organ of the International Association of Display Men for the ensuing year. The president then announced the next number on the program, A. J. Edgell, of the Society of Electrical Development, New York.

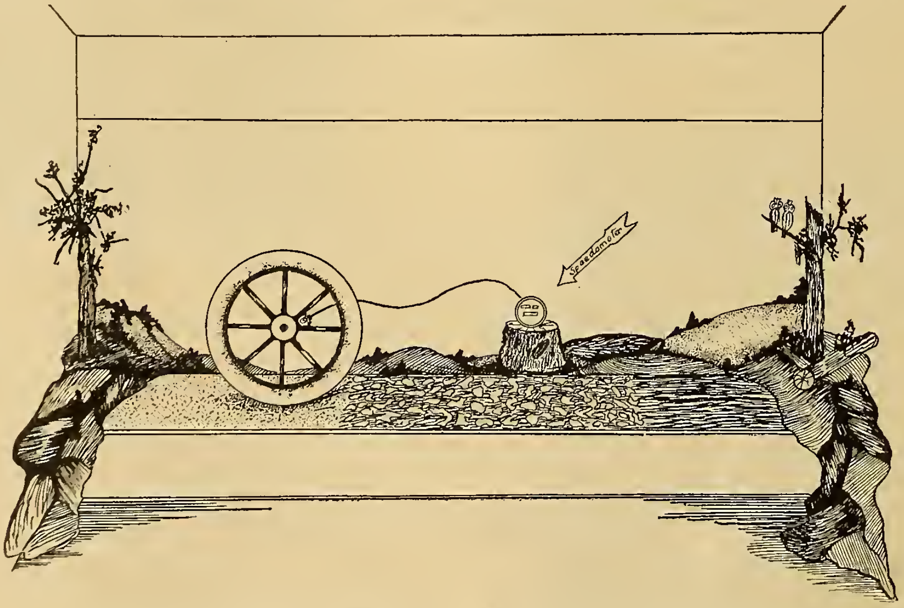
A. J. EDGELL

Mr. Edgell said: "Mr. President and Gentlemen: The President and I were out last night. That is the reason for that bouquet. I bought him a drink. I am going to talk about light. Ever since the world has been made, man has been cheating just a little. They divided the day up into day and night, and have been busy all the time trying to make it all day. You will be interested in knowing how light first came about. One of those cave men, back in the old days, had been in the habit of staying out all night and his alibi always was 'I am afraid to come home



First Prize, Class 39, R. T. Whitnah, Chicago, Illinois

in the dark.' So the cave women got together and had an indignation meeting, and as a result of it the brighter ones doped out the idea of having a log fire, so that was the first source of light—the burning log. Of course, Mr. Cave Man soon got another alibi, but we are not interested in that right now. Then came the pine torch; then the brazier for holding coals; and after that the rope saturated with fat and oil in a small container; then the early lamps that were made from clay. You have seen the Roman lamps that had a wick at one end and contained oil and a small hole for filling at the other, and for years and years people were dependent on these smoky, flickering lamps. Back in 1787 the Argand lamp was invented. That was the forerunner of the present kerosene lamp, and it had two metal cylinders and a wick coming through. Then fluids were used. There were plenty of explosions and lots of roofs were blown off. In 1792 the first gas was used. A man named William Murdock took a sheep's bladder and filled it with a fluid, pricked it with a knife and it emitted a yellowish flame. Later he piped it from his colliery to his home, and that was the first house that was illuminated with gas. When the treaty of peace between France and England was signed, in 1802, the first decorative lighting was used in Birmingham—not Alabama, but England. Then in 1806 David Melville used the first gas at Newport, R. I. The first practical arc lamp was invented in 1802 by Sir David Neville. The first electric lamp was in 1841, but it was not practical. This was followed by Edison's lamp of 1879, and that was the grandfather of the present electric lighting. The lamp was made with carbonized paper filament and Mr. Edison spent thousands of dollars experimenting, sending expeditions out to try to find some sort of filament that would stand up longer than this paper filament. Metals were tried, and finally, in 1906, tantalum was used, and then tungsten, and the discovery of tungsten as a filament for a lamp was the big step towards the present good lamp. The present tungsten lamp dates back only to 1907, and the present gas flame is, of course, a vast improvement over the original tungsten lamp. There is no doubt about



First Prize, Class 40, R. L. Paxton, Fort Worth, Texas

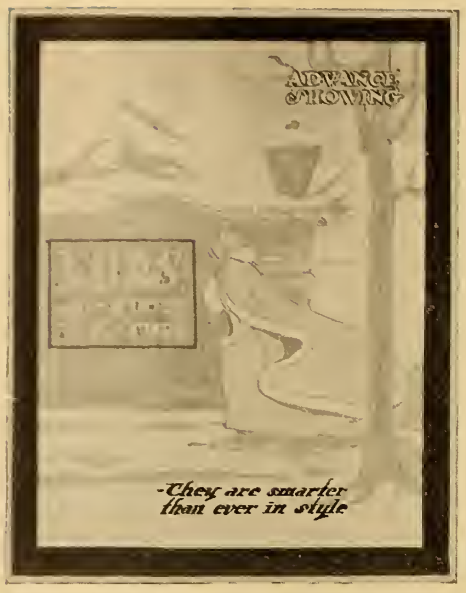
First Prize, Class 38, Harry Male, Buffalo, New York

being able to get light enough at the present time. The tendency is to improve the color of the light. We, in selling through show windows, appeal more to the eye than any other profession. When it comes down to the brass tacks of it, we are selling color. It is very essential, therefore, that we get the colors standardized, so that they appear the same under one condition as they do under another. You all have had the experience, probably, of making a splendid trim, a trim that harmonizes all the way through, show it under night light, and then in the day time have it a riot of color, simply because you have arranged it under artificial light. Every store that has a silk and dress goods department—you go there today and you will probably see a customer going to the door to see what color it is in the daylight, the salesman or saleswoman accompanying her, both losing time. She has bought goods so many times under the night light, and then when she got home found it a different color, that she wants to see it in the daylight. In the clothing department the man says, 'Is it blue or black?' The salesman takes a chance and says, 'Blue.' The man takes the suit home and finds it is black. There is a job for the complaint department. I firmly believe that a great deal of the returned goods evil, that has grown to such proportions, is due to this buying of goods under light that does not bring out the proper colors.

First Prize, Class 41, M. L. Hoffstadt, Akron, Ohio

The question is asked, 'What is color?' No one knows what color is. We do know that light reveals color and that different lights will give a different appearance to the same object. You can make a perfect match of two pieces of ribbon under artificial light, and take it into daylight and they do not match at all. The question is asked, 'What is standard daylight?' and, in order to arrive at a satisfactory daylight, they have taken daylight in various sections of the world, under normal conditions, and analyzed the properties of which daylight is conducted and arrived at what is called standard daylight. Daylight in Italy is entirely different from daylight in Alaska, so it was absolutely necessary to arrive at a standard daylight. Light is the result of vibrations in ether. Light rays travel through the air just in the same way that the wireless waves travel, and it is necessary that there be a transmitter, or a source, and a receiver. The source of light is a lamp or the sun, a luminous body, and the receiver is, of course, your eye. Where you cannot see there is no color. These ether waves vary in length. Some create a sensation of light and others do not. Red light vibrations are waves of one length and green are

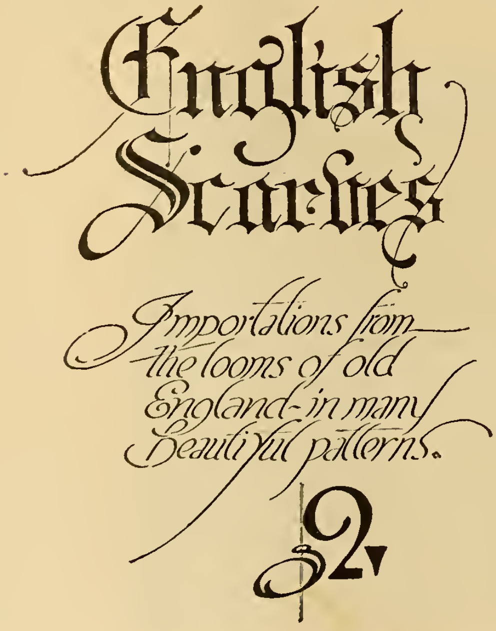
Prize Winner by Carl W. Ahlroth, Columbus, Ohio


Advance Showing
-They are smarter than ever in style

First Prize, Class 44, R. T. Whitnah, Chicago, Illinois

those of a shorter length, and standard daylight is composed of all these wave lengths. To determine the exact amount of red you will arrange blue, green and violet, that compose standard daylight. They have analyzed this standard daylight and brought it down to a mathematical certainty. The trouble with artificial light is that it emits too much of red and yellow and is deficient in blue. To overcome that it is necessary to filter out the red and yellow rays. That is the intention of the new lamp, to filter out the red and yellow rays and bring approximate daylight. The lamp is not intended to be used for color matching. There is an appliance that is used for color matching. The lamp is intended simply to give approximate daylight. I have a cabinet that shows the color of the various lights and I am going to show you under these various lights what happens to some of the colors."

Mr. Edgell then proceeded to a demonstration, showing the use of the new blue nitrogen lamp for show window lighting.

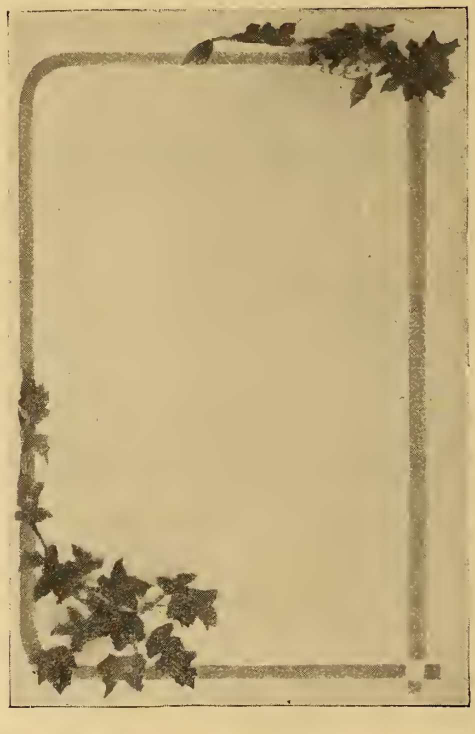

English Scarves
Importations from the looms of old England-in many beautiful patterns.
$2

First Prize, Class 43, A. A. Hansen, St. Louis, Missouri

"I believe the blue lamp is going to do a great deal of good in your work, because it is going to make it possible for you to make your color combinations and feel entirely safe. I thank you." (Applause.)

Carl W. Ahlroth, display manager for The Union Company, Columbus, Ohio, was next introduced, and it is needless to say that his demonstration was of unusual interest and value. Mr. Ahlroth demonstrated "Interchangeable Backgrounds and Decorative Units," showing the many attractive effects which can be secured with standardized units. (Attention is called to the article by Mr. Ahlroth, on another page of this number.) Following Mr. Ahlroth, a demonstration on the making of display units from a new window board was given by C. J. Nowak.

The tellers then announced the result of the ballot for president. Harry W. Hoile was returned the winner over Walter E. Zemitzsch by a vote of 76 to 48.



First Prize, Class 45, Otto Greske, Grand Rapids, Michigan

On motion of Mr. Zemitzsch, seconded and carried, the secretary was instructed to cast the unanimous ballot of the convention for Mr. Hoile for president, which was done in due form.

Cries of "speech" brought Mr. Hoile to the platform and he thanked the association as follows: "Gentlemen, I do not know what to say. I thank you all. I have been coming here for a good many years and have a good many friends; in fact, I think they are all my friends. I know they are. There is one thing I want to say before we go any further, and I want to say it from the bottom of my heart, and I know the boys all agree with me. I want to thank the St. Louis Display Men's Club for the wonderful reception they have given us and the wonderful good time we have had in St. Louis. I believe it has been the best reception we have received in any city we have been to and we will never forget it. I am sure all the boys feel the same way about it. In regard to my office, I am not going to make any promises, but you that know me know just exactly how I feel, and you know if I say a

You Men Who Do Not Join the Army

will find that NOW is your great opportunity to study window display, advertising and card writing.

There are not enough expert display men to supply the demand.

There are generous salaries waiting for those who prepare themselves to do efficient work.

On account of the scarcity of men for window display work, the salaries have advanced and the graduates of the Koester School are easily being placed at from $20.00 to $30.00 a week at the start.

WM. A. CARROLL

READ MR. CARROLL'S LETTER

Koester School, Chicago, Ill.

I want to thank you and the faculty of the Koester for the service rendered me while in school.

I was a clerk in the shoe department of a small department store, working at $10.00 per week when I enrolled as a student in the school.

I had struggled hard to make good in the business, but with little progress. After returning from the school my salary was more than doubled in three months' time. I was with this firm only eight months before I was given a position with Laneman, Joseph & Lart, Birmingham, Ala. I was with them for some time until I came with the firm I am with at present, each time receiving the difference in salary.

Today I am drawing a very good salary that has been made possible through your school.

Trusting that you and the school are getting along nicely and with regards to you all.

Respectfully,
Wm. A. Carroll.
Display Mgr.

Doubles Salary in 3 Months

Gets Another Increase in 8 Months

after graduating from

THE KOESTER SCHOOL

Is now with Anderson-Doolin-Varnell, Knoxville, Tenn.. one of the largest stores in the south.

Let us help you get started on the road to increased salary.

Nifty
FOOTWEAR
to complete that Easter outfit.
Easter April 23rd
Men's Shoe Dept
Main Floor

THE ABOVE ILLUSTRATIONS SHOW EXAMPLES OF MR. CARROLL'S WORK

Over 9,000 Display Men Have Graduated

FROM THE COMBINED

Koester and Economist Schools

These Graduates have earned many thousands of dollars in increased salaries.

They have vitally influenced and improved all Window Display Work.

It is time for you to consider seriously the advantages of taking a course at the KOESTER SCHOOL.

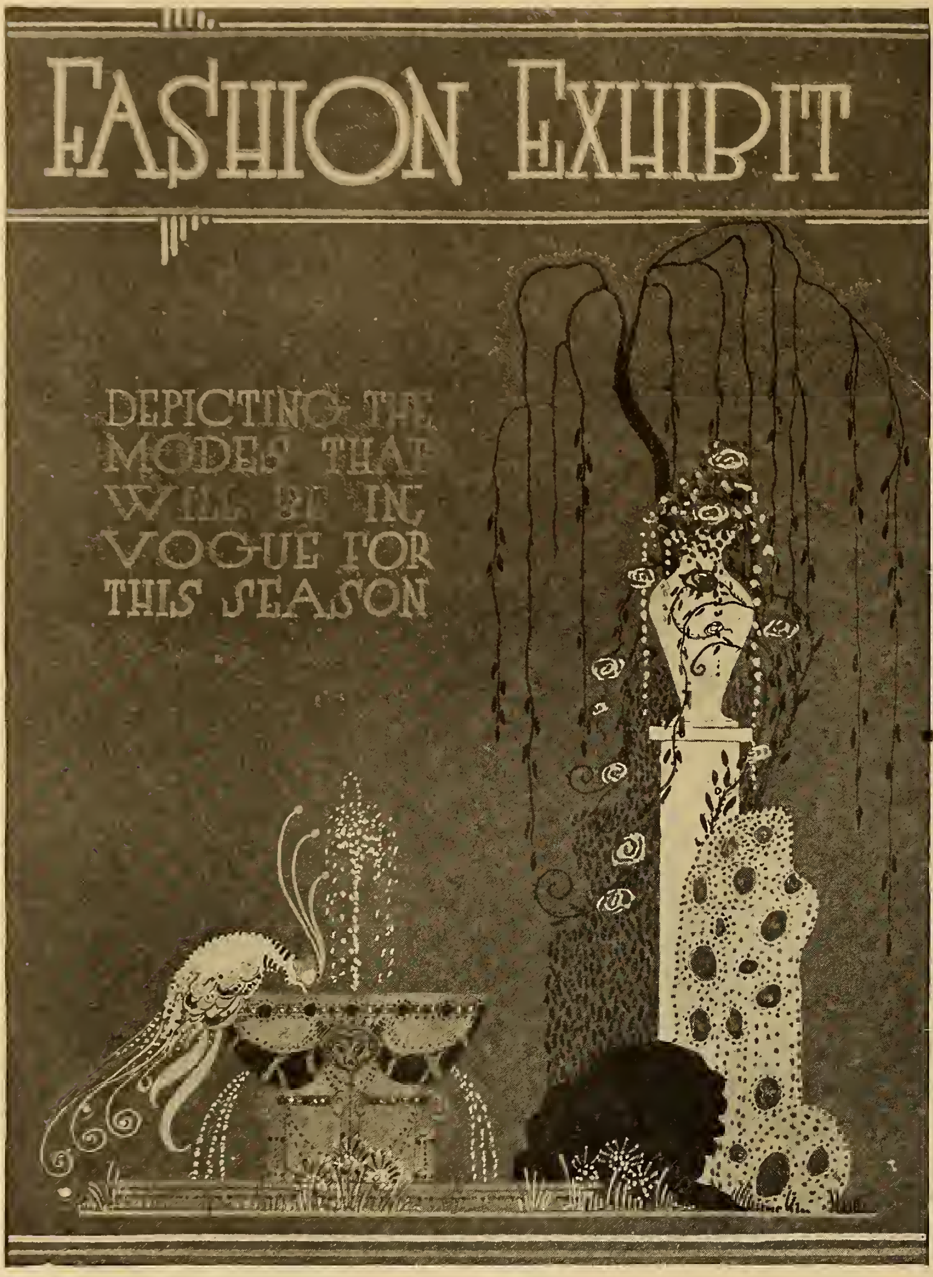
Write for Year Book and other interesting literature giving you full information on all our studies.

- Window Display.
- Advertising.
- Card Writing.
- Salesmanship.
- Scenic Painting.

The KOESTER SCHOOL

with which is combined the Economist Training School of New York.

**215 S. Market Street
CHICAGO**


FASHION EXHIBIT
DEPICTING THE MODES THAT WILL BE IN VOGUE FOR THIS SEASON

First Prize, Class 46, Sweepstakes, R. T. Whitnah, Chicago, Illinois

thing I mean it, and I am with you heart and soul, at any cost. I thank you." (Applause.)

Other officers were then placed in nomination and balloted upon. The results were as follows:

For first vice-president, Clement Kieffer, Jr., and L. F. Dittmar were the nominees with Mr. Kieffer being the choice of the convention

Malcolm J. B. Tennent, William H. Teal and Walter E. Zemitzsch were named as candidates for second vice-president. Mr. Tennent had the majority of the votes cast.

T. Guy Duey was unanimously chosen third vice-president, while P. W. Hunsicker and W. H. Hinks were accorded the same distinction for secretary and treasurer respectively.

Balloting on the next convention city was then in order. President Berg said: "Gentlemen, heretofore we have always balloted on the convention city on the fourth day. That has been very unsatisfactory to a great many, because they had to leave on Wednesday night, so under the new by-laws today and hereafter it will be at four o'clock, or as near that hour as possible, on Wednesday afternoon. In voting there is a list of the cities that have extended us invitations." (Pointing to sign containing the names of Chicago, Niagara Falls, New York, Columbus, Buffalo, San Francisco and St. Louis.)

As stated before, it was a foregone conclusion that the contest would be between Chicago and New York.

Orval Simpson presented the name of Chicago as the 1918 meeting place. Mr. Armstrong then invited, in the name of the Chicago Chamber of Commerce, the convention to come to Chicago in 1918.

New York's invitation was extended by John R. Young, manager of the Convention Bureau of the Merchants' Association of New York; Robert G. Elbert, manager of the Hotel McAlpin, New York, and John True, New York.

The ballots were distributed and after the members had voted the result was announced as follows: Chicago

Defend Your Business Against Losses

CLOTHING
GROCERIES
DRUGS
DRY GOODS
PAINTS
BANK
BOOTS & SHOES
MEN'S CLOTHING
BAKERY
DRUGS
NOTIONS
DRY GOODS

Merchants—put your store on a profitable war footing

Install our labor-saving devices without delay. They will help you to meet war-time conditions.

They will enable you to give quick service with new clerks hired to replace those gone to the front.

They will tell you without delay whether your new clerks are good clerks.

They will help your new clerks to do their work quickly, accurately, and well.

They will protect new clerks from temptation and help them to start right.

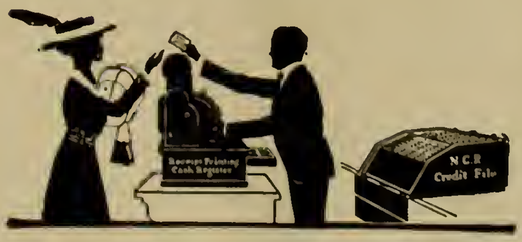
They will save work by cutting out all bookkeeping of customers' accounts.

See our up-to-date electric National Cash Register and the new N. C. R. Credit File.

They will stop your losses and increase your profits—make you more money.

Install this complete system at once and settle for it in small monthly payments out of what it saves

THE NATIONAL CASH REGISTER COMPANY, DAYTON, OHIO


Receipt Printing Cash Register
N.C.R Credit File

Dept. 174, National Cash Register Company, Dayton, Ohio

Please send me full particulars of your latest model cash register and the new N. C. R. credit file.

Name____________________

Business____________________

Address____________________

37 votes, New York 42. On motion of Orval Simpson, seconded and carried, the secretary was instructed to cast the unanimous ballot of the convention for New York, which was done in due form.

PRIZE WINNERS

President Berg opened the seventh session by announcing that the secretary would read the report of the Judges of Awards. The report follows:

Class 1—Women's Ready-to-Wear—First, Second and Third: Malcolm J. B. Tennent, Meier & Frank Co., Portland, Oregon.

Limit Class—First: G. S. Robinson, Walter E. Bedell Co., Inc., Buffalo, N. Y. Second and Third: John C. Mackey, M. Rich & Bros., Atlanta, Ga.

Class 2—Piece Goods—First and Second: Malcolm J. B. Tennent. Third: T. Guy Duey, Wurzburg Dry Goods Co., Grand Rapids, Mich.

Limit Class—First: Clement Kieffer, Jr., C. A. Weed Co., Buffalo, N. Y. Second: Herbert Daniels, Saskatoon, Canada, F. R. MacMillan Co., Ltd. Third: C. J. Nowak.

Class 3—Millinery—First: Malcolm J. B. Tennent. Second: R. A. Young, Scott Halleburg Co., Oklahoma City, Okla. Third: T. Guy Duey.

Limit Class—First, Second and Third: Clarence E. Duff, J. Kratzenstein & Co., Marietta, O.

Class 4—Furs—First, Second and Third: Fritz S. Johansen, A. Holthansen Co., Union Hill, N. J.

Limit Class: No awards.

Class 5—Linens—First and Second: Fritz S. Johansen. Third: T. Guy Duey.

Limit Class: No awards.

Class 6—Infants' Wear—First and Second: Malcolm J. B. Tennent. Third: T. Guy Duey.

Limit Class—First: Matt Markusich, Sol Wolfson, San Antonio, Tex. Second: C. E. Duff. Third: P. W. Hunsicker, Paul Stekette & Co., Grand Rapids, Mich.

Class 7—Muslin Underwear—First: Malcolm J B. Tennent. Second: Carl W. Ahlroth, The Union Co., Columbus, O. Third: Fritz S. Johansen.

Limit Class—First: Matt Markusich. Second: P. W. Hunsicker. Third: No award.

Class 8—Corsets—First: E. W. Calvin, R. F. Henderson Co., Springfield, Ill. Second: H. R. Claudis, Foster Ross & Co., Auburn, N. Y. Third: Matt Markusich.

Limit Class—First: Herbert Daniels. Second: Chancey Greenfield, J. N. Adams Co., Buffalo, N. Y. Third: No award.

Class 9—Handkerchiefs—First: R. A. Young. Second: Fritz S. Johansen. Third: Fritz C. Kroken, P. J. Hale, Staughton, Wis.

Limit Class—First: Matt Markusich. Second: Herbert Daniels. Third: No award.

Class 10—Ribbons—First: C. J. Nowak. Second: W. R. Harre, Kline's, Kansas City, Mo Third: C. J. Nowak.

Limit Class—First, Second and Third: C. J. Nowak.

Class 11—Women's Neckwear—First: Carl W. Ahlroth. Second: Wm. Butement, Forbes-Wallace, Springfield, Mass. Third: T. Guy Duey.

Limit Class: No awards.

Class 12—Notions—First, Second and Third: H. B. Martin, Duffy-Pierce Co., Buffalo, N. Y.

Limit Class: No awards.

Class 13—Toys—First and Second: Walter Lanthoff, J. N. Adams Co., Buffalo, N. Y. Third: H. R. Claudis.

Limit Class: First and Second: Walter Lanthoff. Third: Herbert Daniels.

Class 14—Underwear—First: Fritz Johansen. Second: Fritz C. Kroken. Third: E. F. Swank, Louis Bishof, Crawfordsville, Ind.

Limit Class—First: Clement Kieffer, Jr. Second and Third: John C. Mackey.

Class 15—Men's Clothing—First: Malcolm J. B. Tennent. Second: Carl W. Ahlroth. Third: Fritz Johansen.

Limit Class—First: George B. Scott, Strouss & Bros., Evansville, Ind. Second: Clement Kieffer, Jr. Third: Charles H. Kellstadt, Frankenberger & Co., Charleston, W. Va.

Class 16—Boys' Clothing—First: Malcolm J. B. Tennent. Second: Carl W. Ahlroth. Third: Fritz Johansen.

Limit Class: No entries.

Class 17—Men's and Boys' Hats and Caps—First: Carl W. Ahlroth. Second: A. M. Kuntz, F. A. Steer & D. G. Co., St. Louis. Third: Malcolm J. B. Tennent.

Honorable mention: H. B. Martin, Rochester, N. Y.

Limit Class—First: Clement Kieffer, Jr. Second: R. T. Whitnah, Pugh Stores Co., Chicago, Ill. Third: Clement Kieffer, Jr.

Class 18—Shirts—First: Fritz Johansen. Second: Carl W. Ahlroth. Third: Malcolm J. B. Tennent.

Limit Class—First: J. E. Hancock, Schwabe & May, Charleston, W. Va. Second: Clement Kieffer, Jr. Third: George B. Scott.

Class 19—Furnishing Goods—First: Clement Kieffer, Jr. Second: J. E. Hancock. Third: Carl W. Ahlroth.

Limit Class—First and Second: Clement Kieffer, Jr. Third: Harry E. Swank.

Class 20—Shoes—First: Malcolm J. B. Tennent. Second: Tom Allen, Phelps-Dodge Merc. Co., Douglas, Ariz. Third: R. L. Paxton, W. C. Stripling D. G. Co., Ft. Worth, Texas.

Limit Class—First: V. L. Carson, San Antonio Texas. No other awards.

Class 21—Stationery—First: T. Guy Duey. Second: Fritz Johansen. Third: Malcolm J. B. Tennent.

Limit Class—First: C. J. Nowak. Second and Third: Otto Greske, Wurzburg D. G. Co., Grand Rapids, Mich.

Class 22—Jewelry—First: Tom Allen. Second: Malcolm J. B. Tennent. Third: T. Guy Duey.

Limit Class: No awards.

Class 23—Sporting Goods—First: Malcolm J. B. Tennent. Second: Tom Allen. Third: Arthur W. Luney, Walbridge & Co., Buffalo, N. Y.

Limit Class—First: Arthur W. Luney. No second or third.

Class 24—House Furnishings—First: Malcolm J. B. Tennent. Second: R. L. Paxton. Third: Fritz C. Kroken.

Limit Class—First: Arthur W. Luney. Second: Herbert Daniels. No third.

Class 25—Musical Instruments—First: J. Walter Johnson, Powers Furniture Co., Portland, Ore. Second: Fred Brecker, C. O. White Co., Columbus, O. Third: Malcolm J. B. Tennent.

Class 26—Furniture—First: J. Walter Johnson. Second: T. Guy Duey. Third: J. Walter Johnson.

Limit Class: First: Claude C. Mallette, Young & Chaffee, Grand Rapids, Mich.

Class 27—Rugs and Draperies—First: J. Walter Johnson. Second: Fritz Johansen. Third: Claude C. Mallette.

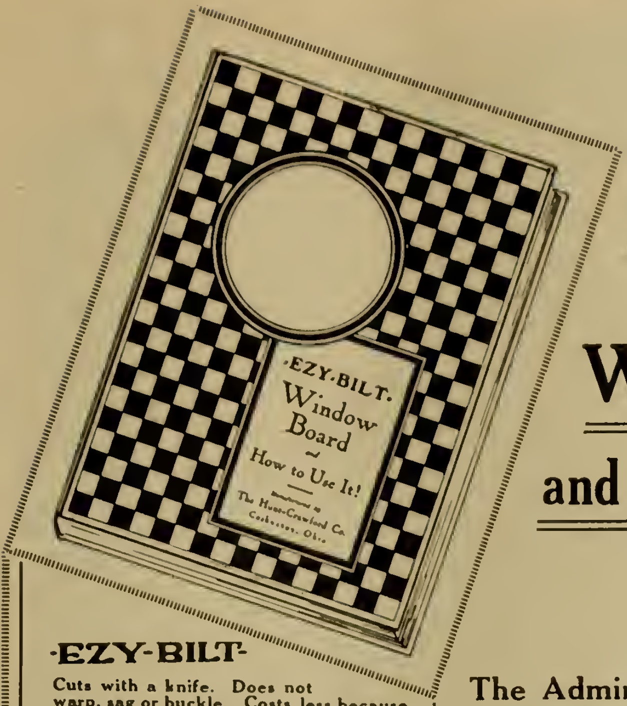
Limit Class: First: P. W. Hunsicker. No second or third.

Class 28—Drugs and Sundries—First: R. A. Young, Second: C. J. Nowak. Third: T. Guy Duey.

Limit Class—First: J. E. Hancock. Second: C. E. Duff. Third: Matt Markusich.

Class 29—Groceries—First: Malcolm J. B. Tennant. Second: H. B. Martin. Third: Chas. F. Muller, Rayville, La.

Limit Class: None.


-EZY-BILT-
Window
Board
How to Use It!
The Hunt-Crawford Co.
Coshocton, O.

-EZY-BILT-

Cuts with a knife. Does not warp, sag or buckle. Costs less because it requires no carpentering or expenive framework.

-EZY-BILT-

WINDOW BOARD

and BACKGROUND DISPLAYS

WON

The Admiration and Highest Approval of Every Display Man and Merchant at the St. Louis Convention

Read What Some of the Leaders Among Display Men Have to Say About -EZY-BILT-

With the prohibitive cost of lumber Ezy-Bilt Window Board is the ideal material for background settings. Display men with small appropriations can now make twice the showing with Ezy-Bilt Window Board, because it can be used on both sides, and finished at small cost.

Yours very truly,
W. H. HINKS,
Display Mgr. John W. Thomas and Co., Minneapolis.

Ezy-Bilt Window Board offers great possibilities, and is the ideal material for building backgrounds, flower boxes, plateaus and fixtures. Consider Ezy-Bilt to be the display man's best material to keep down rising costs.

Yours for success,
T. GUY DUEY,
Display Mgr. Wurzburg's, Grand Rapids, Mich.

Without question Ezy-Bilt Window Board will be used by every display man in the United States, because of its small cost, light weight and artistic possibilities. The most inexperienced person can use it with every confidence of success.

Yours, etc.,
M. HOFFSTADT,
Past President, 1910 to 1913, Akron, Ohio.

Your wonderful Window Board impresses me as being the ideal material for window and interior displays. It adapts itself to a greater latitude with less cost and time than any other material that has ever come to my attention.

Cordially,
Past President E. J. BERG,
Display Mgr. for Burgess, Nash Co., Omaha, Neb.

Ezy-Bilt Window Board will save more labor, and for the first time in my years of experience combines low cost and high art, than any other products for this purpose. It has my highest endorsement.

A. A. HANSEN,
Display Mgr. for Werner & Werner, St. Louis.

Ezy-Bilt Window Board is the most unusual background material that has ever been offered to the window display man. Its possibilities are unlimited, cuts easily with a knife, can be designed and made up by any one in any finish desired. Its low cost and light weight will make it a national success.

With best wishes,
CARL AHLROTH,
Display Mgr. for The Union, Columbus, O.

I believe that Ezy-Bilt Window Board is the greatest help to the display man ever conceived, because of its adaptability to all description of displays. It has every point of cost, weight, ease of making up, etc., to its advantage, and the greatest point of all is that it requires no expensive frame work or carpentering.

Very truly yours,
PRESIDENT HARRY W. HOILE,
Display Mgr. Loveman, Joseph & Loeb,
Birmingham, Ala.

Ezy-Bilt Window Board impresses me as an ideal material for temporary backgrounds and decorative units, especially for the smaller stores. The interchangeable and reversible feature makes it possible to use both sides, thus cutting down the cost.

Yours most cordially,
WALTER E. ZEMITZSCH,
Display Mgr. for Famous & Barr, St. Louis.

To my way of thinking, Ezy-Bilt Window Board is the greatest boon to display men that has yet been marketed. It is so easy to construct into backgrounds, so easy to install, that it is only a matter of a short time, when a crate of Ezy-Bilt Window Board will be an important part of the equipment of every wide-awake display man. With the cost of everything else going up, it is most gratifying to find something that will bring the cost of making fixtures and backgrounds down.

Yours truly,
A. J. EDGELL,
Display Mgr. for Society of Electrical Development.

ORDER YOUR CRATE TODAY

THE HUNT-CRAWFORD CO.
COSHOCTON, OHIO

BUY IT BY THE CRATE

WRITE FOR YOUR FREE CATALOG ON YOUR FIRM'S LETTERHEAD

Class 30—Leather Goods—First: Carl W. Ahlroth. Second: J. E. Hancock. Third: Arthur W. Luney.

Limit Class—First: Arthur W. Luney. Second: P. W. Hunsicker.

Class 31—Holiday Windows—First: E. F. Swank. Second: H. B. Martin. Third: T. Guy Duey.

Limit Class—First: C. J. Nowak. No second or third.

Class 32—Tableau Display—First: C. E. Wilson, The Killian Co., Cedar Rapids, Ia. Second: William Butement. Third: Homer H. Seay, Walker D. G. Co., Charleston, W. Va.

Limit Class: No awards.

Class 33—Drapes—First: R. A. Young. Second: E. F. Swank. Third: W. R. Chandler, W. T. Fountains Co., Greenwood, Miss.

Limit Class—First and Second: C. E. Duff.

Class 34—Best Effect with Decorations—First and Second: Malcolm J. B. Tennent. Third: Carl W. Ahlroth.

Limit Class—First and Second: Charles H. Kellstadt. No third.

Class 35—No entries, either open or limited.

Class 36—Interior Decoration—First: T. Guy Duey. Second: C. E. Wilson. Third (Nom de plume for Charleston Club), Live Wires.

Class 37—Best Decorated Float or Automobile—First, Second and Third, both open and limited, to V. L. Carson.

Class 38—Best Post or Ledge Display—First: Harry Mill, Beaver Board Co., Buffalo, N. Y. Second: Morton Hoffstadt, Akron, O. Third: R. T. Whitnah.

Class 39—Best Suggestion for Window Display—First: R. T. Whitnah. Second: Harry Mill. Third: T. Guy Duey.

Limit Class: No awards.

Class 40—Best Suggestion for Window Display (One awarded on execution, the other on ideas)—First: R. L. Paxton. Second: (Nom de plume) Rose. Third: T. W. Wanamaker, Jacobi Bros. & Mack, Galesburg, Ill.

Limit Class: No awards.

Class 41—Suggestion for Float—First: Morton Hoffstadt. Second: R. T. Whitnah. Third: Homer H. Seay.

Class 42—Sweepstakes Class—First: Malcolm, J. B. Tennett. Second: Walter E. Zemitzsch, Famous-Barr Co., St. Louis. Third: Carl W. Ahlroth.

Honorable mention: Carl W. Ahlroth, Clement Kieffer, Jr., Fritz Johanson, T. Guy Duey and J. Walter Johnson.

Class 43—Best Hand Lettered Cards—First: A. A. Hansen, Werner & Werner, St. Louis. Second: Jos. Mertzweiler, Ryan & Co., New Orleans, La. Third: George B. Scott.

Class 44—Brush Lettered Cards—First: R. T. Whitnah. Second: Jos. Mertzweiler. Third: George B. Scott.

Class 45—Air Brush Designs—First: Otto Greske. Second: Tom Allen. Third: George B. Scott.

Class 46—Sweepstakes in Show Cards—First: R. T. Whitnah. Second: O. F. Ryan, Anderson-Newcomb Co., Huntington, W. Va. Third: A. A. Hansen.

Honorable mention: (Nom de plume) Champ, Otto Greske, George B. Scott, Jos. Mertzweiler.

Individual Grand Prize: Silver cup, Malcolm J. B. Tennent.

The Association Grand Prize: A magnificent silver loving cup, to be awarded to the branch association whose members collectively win the greatest number of points. Cup to remain the permanent property of any branch association winning it any three times. Association winning this cup to have name and year only engraved upon the cup, and to have the custody of it until the next regular convention. Said association to be responsible for its safe keeping, and return to the next regular convention or forfeit $200, the value thereof.

Grand Rapids, Michigan, Association, winner 1917.

This cup has previously been awarded to Flower City Association, Rochester, N. Y., in 1914; Johnstown Association, of Johnstown, Pa., in 1915; Columbus Association, Columbus, Ohio, in 1916.

The members of the Grand Rapids Association whose work brought the cup to the Michigan city are: Messrs. Duey, Greske, Mallette, Scott and Hunsicker.

MORE DEMONSTRATIONS

J. V. Williams, display manager for the Palace Clothiers, Oklahoma City, Oklahoma, then gave an unusually clever demonstration on the arranging of plush in connection with men's wear displays. He was followed on the program by Arthur A. Hansen, display manager for Werner & Werner, St. Louis. Mr. Hansen is no stranger to convention audiences and his demonstration in the use of furniture in connection with men's furnishings displays was of the same high standards that characterized his former demonstrations.

Homer H. Seay, one of the live-wires from Charleston, W. Va., closed the seventh session with an interesting and instructive exhibition in lettering and the making of high-class show cards. Adjournment was then taken until 2:00 p. m.

FINAL SESSION

At the opening of the Thursday afternoon session the newly elected officers were duly installed. President Hoile then took the chair and said: "Gentlemen, I wish to thank you once again, and I assure you that I will do my best and make you glad you voted for me."

Mr. Hunsicker then said: "Mr. President, I move you that this convention extend a rising vote of thanks to Mr. C. J. Potter, chairman of the program committee, and to the St. Louis Display Men's Association, and to the citizens of St. Louis, for the welcome reception and entertainment this convention has received in St. Louis."

The motion was promptly seconded by President Hoile. The question was put and a rising vote of thanks tendered.

A similar vote of thanks was then extended to the Board of Judges.

COMMITTEES NAMED

The last duty of the newly elected President and Board of Directors was the appointment of the various committees for the ensuing year. This was done as follows:

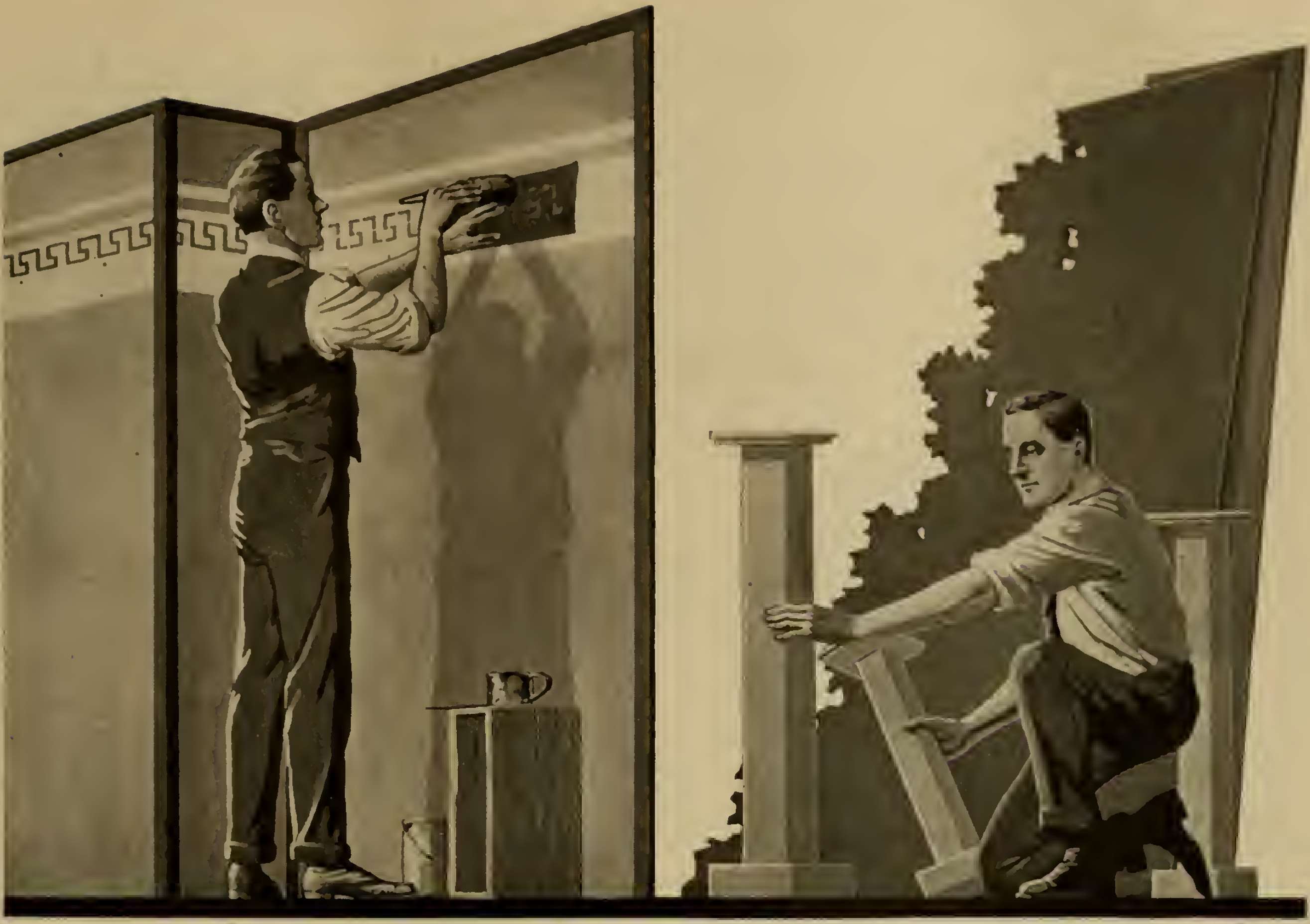
Program Committee: D. B. Bugg, New York, Chairman.; Geo. H. Lamberton, Chicago; Orval Simpson, Chicago; A. J. Edgell, New York; John H. True, New York; Horace D. Tracey, New York; H. K. Burnham, New York, and A. W. Lindblom, Minneapolis.

Publicity Committee: J. W. Foley, Chicago, Chairman; C. J. Potter, St. Louis; H. K. Burnham, New York; Geo. A. Cowan, Chicago, and D. B. Bugg, New York.

Educational Committee: Walter E. Zemitzch, St. Louis, Chairman; W. R. Chandler, Greenwood, Miss.; E. J. Berg, Omaha, Neb., and W. R. Harre, Kansas City, Mo.

Membership Committee: Wm. H. Teal, Toledo, Chairman; L. F. Dittmar, Dayton, Ohio, and H. G. Berkheimer, Charleston, W. Va.

Following the announcement of the newly appointed committees, President Hoile adjourned the meeting until the second Monday of July, 1918.



Permanent or Temporary Build Them of Beaver Board

BEAVER BOARD

PURE WOOD FIBRE

You can't expect Beaver Board results unless this trade-mark is on the back of the board you buy.

Displays worth building are worth building well.

Flimsy forms and backgrounds cost more than the better kind when measured in terms of actual window sales.

It's the attractive Beaver Board setting that makes the goods look bigger than the price—that wins the profitable trade.

Beaver Board is the display man's handy building material—you can use it at every turn.

If you want a permanent display or background this sturdy board with its great decorative possibilities will give you most satisfying results.

If it's a question of temporary cut-outs or forms of various sorts then too you'll find Beaver Board exceptionally adaptable. It is economical too. You can use it over and over again.

Always have some Beaver Board on hand. It will often "save the day" when results are imperative. Let our Department of Design and Decoration help with practical suggestions. Write for instructive literature and sample.

You can buy Beaver Board from dealers in your town.

THE BEAVER BOARD COMPANIES
405 Beaver Road **Buffalo, N. Y.**

Branches in Boston, New York, Baltimore, Cleveland, Detroit, Chicago, Minneapolis, Kansas City, San Francisco.

Manufacturers also of Beaver Greenboard, Beaver Blackboard and Beaverbilt Products.

Distributors in Principal Cities, Dealers Everywhere.

BEAVER BOARD

FOR PERMANENT OR TEMPORARY BACKGROUNDS, CUTOUTS AND DISPLAYS

DIRECTORS' MEETINGS

The Board of Directors held their first meeting Monday evening at 5 o'clock and proceeded at once to business. The various reports having been read and accepted, the proposition of establishing a display man's exchange bureau was taken up. This bureau would include the various trade journals touching the display profession; its purpose to assist merchants and manufacturers in securing competent display men, and to assist display men to better positions.

On motion, duly seconded, the secretary was instructed to co-operate with the various trade journals and furnish them with information necessary for the benefit of the Association.

J. E. Hancock, Chairman Executive Committee

The new Executive Committee was elected as follows: J. E. Hancock, Charleston, W. Va., chairman; Sam Friedman, Birmingham, Ala.; Carl W. Ahlroth, Columbus, Ohio; Jack Cameron, Des Moines, Iowa; R. L. Paxton, Fort Worth, Texas, and L. A. Rogers, Detroit.

Section 1 of Article V was changed to read: The annual nomination of officers shall take place on Monday evening at the annual meeting of the Executive Committee and Board of Directors during the regular convention and the nominations shall be posted on the second day of the convention in the regular convention room. The election shall be held on the third day of the convention by Australian ballot system.

It was voted to ballot on the convention city on the third day, instead of the last, as has been the custom in the past.

Amendment offered and carried that any changes to be proposed in the constitution and by-laws be submitted and published in the official organ at least thirty days previous to the convention.

TUESDAY'S ENTERTAINMENT

Tuesday night furnished another occasion which will be long remembered by the visiting delegates. At 5 o'clock about 100 automobiles gathered in front of the Planters' Hotel and after all the members and their wives had found places in the machines they started out in squads of ten and took the visiting members through Forest Park, which is one of the most beautiful and one of the largest parks in the United States. The automobile ride lasted about an hour and a half, ending at Forest Park Highlands where seats had been reserved at the cottage. About 400 took advantage of this occasion and enjoyed themselves to the utmost. Immediately after the dinner the display men and their wives repaired to the theater where the entire center section had been reserved for them. After witnessing a splendid performance at the vaudeville house the delegation broke up in groups and repaired to the swimming pool, the roller coasters, scenic railways and dance pavilion. The dinner and festivities were by the courtesy of the St. Louis manufacturers and retailers and the local Display Men's Association. Everybody praised the splendid manner in which this had been handled and the many things which had been prepared for the delegates in the way of entertainment.

THE EXPOSITION

The Manufacturers' Exposition, as usual, proved one of the main attractions of the convention, and the exposition of 1917 was even more elaborate than those of former years. It was the general opinion amongst display men and manufacturers that the exposition was a decided success. The firms having exhibits were as follows:

Adler-Jones Co., Chicago; Bauman, L. Co., Chicago; Beaver Board Companies, Buffalo; Bodine-Spanjer Co., Chicago; Botanical Decorating Co., Chicago.; Culver, Irwin G., Inc., New York; Curtis Leger Fixture Co., Chicago; Daily, Bert L. Dayton, Ohio; Doty Serimgeour Sales Co., New York; Feldman Fixture Co., New York; French Wax Figure Co., Milwaukee; Heagany Mfg. Co., Chicago, Hineher Mfg. Co., Chicago; Hunt-Crawford Co., Coshoeton, Ohio; Kindlemann Form Co., New York: Lyons, Hugh and Co., Lansing, Mich.; Merchants Record and Show Window, Chicago; Natural Plant Preservers Co., New York; Northwestern Knitting Co., Minneapolis; Norwich Nickel and Brass Co., Norwich, Conn.; Ornamental Products Co., Detroit; Palmenberg and Sons, J. R., New York; Polay Fixture Service Co., Chicago.

Alabastine Co.; Decorative Plant Company; Drygoodsman, The; Dry Goods Economist; Dry Goods Reporter; Favor-Ruhl Company; Grimm-Lambach Flower Company; Haberdasher, The; Heimann Company, M. A.; Hulsizer Company; Kirkpatrick Brothers; Leon Morris; Randall Company, A. L.; Signs of the Times; Simpson, Orval Company; Wallbrunn-Kling and Co.; Weber, F., and Company.

THE DINNER-DANCE

On Wednesday night occurred the big annual dinner-dance and cabaret. The large dining room of the main floor was turned over to the entertainmnet committee for this affair. The dinner-dance was an exceptional success. More tickets were sold than at any previous banquet and over 150 sat down to enjoy the entertainment and the good things to eat. P. M. Fahrendorf, of the Brown Shoe Company, who was appointed by Mr. Potter to take care of the entertainment, proved to be the right man in the right place. The entertainment was exceptionally good. The entertainment was opened by a Boy Scout bugler coming in and blowing a reveille. While this was going on the American flag was raised by one of the guests and all sang the Star Spangled Banner.

Immediately upon the close of this the bugler started mess call and the waiters came in with the trays. From then on things began to get lively. Each one of the entertainers was greeted with great deal of applause and every number made a decided hit. After the banquet and the entertainment had wound up with a big patriotic

W. T. GEISSINGER

PATENTEE AND MANUFACTURER

"ONE FACT IS WORTH A THOUSAND ARGUMENTS"

PRINT YOUR OWN SHOW CARDS AND PRICE TICKETS WITH GEISSINGER'S NEWEST BRUSH LETTER ALPHABET

PATENTED JANUARY 16, 1917

Looks Just Like Professional Lettering

Spring Offerings

THIS IS THE STYLE OF TYPE OF MY ALPHABET

82 SIXTEENTH AVENUE
LONG ISLAND CITY, NEW YORK

"MORE SELLING POWER TO YOUR WINDOW DISPLAYS"

IT'S THE WILD SMILAX From the Southland that is used This Season

Near to Nature's Heart Packing Beaven's Wild Smilax

SOUTHERN WILD SMILAX

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	$1.00
2	200 sq. feet	20 lbs.	2.00
3	300 sq. feet	25 lbs.	3.00
4	400 sq. feet	30 lbs.	3.50
5	500 sq. feet	40 lbs.	4.00
6	600 sq. feet	50 lbs.	4.50

For the reason that it is the most exquisitely beautiful evergreen vine in existence.

Beaven's Southern Wild Smilax

Is an indispensable aid in attractively decorating your show windows. Its long life—its fadeless character, and its show qualities, make it a valuable adjunct to any retail business.

Beaven's Magnolia Foliage

This is a beautiful glossy foliage. Retains its attractiveness for a long time. Splendid effects in massing this green. Shipped in same size cases as Wild Smilax and at same prices.

Beaven's Fadeless Green Moss

has been immensely popular everywhere and it really is an ideal covering for **Show Window Floors.**

Beaven's Fadeless Green Moss is shipped in Bags containing 100 sq. ft. Price $4.00, f. o. b. shipping point

	Each		Dozen	Per 100
Long Needle Pines As beautiful as palms in decorations.	2 ft.	10c	$1.00	$ 6.00
	3 ft.	15c	1.50	9.00
	4 ft.	20c	2.00	11.00
Chamaerops Palm Leaves **Sabal Palm Leaves**	25c per doz.		$2.50 per 100	
	Each		Dozen	Per 100
Chamaerops Palm Crowns Our native palm plants with their roots removed.	3 ft.	15c	$1.50	$11.00
	4 ft.	20c	2.25	15.00
	5 ft.	25c	3.00	20.00
Southern Grey Moss	25 lbs. sack, $3.00			

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express Rates, 25 per cent less than regular merchandise rates.

EDWARD A. BEAVEN
Evergreen . . . Alabama

Culver
WAX FIGURES

Washable
Adjustable
Interchangeable

The Culver Service supplies wax figures that are Attractive, Adaptable, Practical and Interchangeable.

Attractive because they are correct representations of the highest types of beauty.

Adaptable to the display of all classes of garments.

Practical in being easily assembled and dressed.

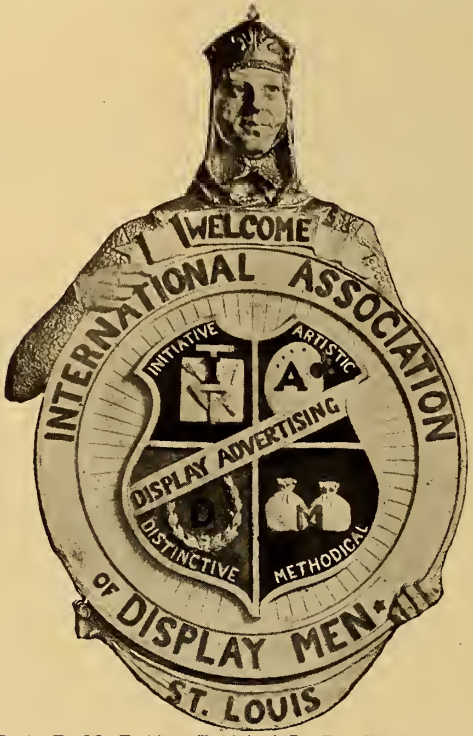
Interchangeable because heads, forms and arms can be used in different combinations and poses.

Write for booklet illustrating these features.

IRWIN G. CULVER CO., INC.
60 E. 8th St. New York City.

number, waiters cleared away the tables and chairs and Vogel's Jazz Band filled the air with syncopated airs that made everybody's feet tingle.

Dancing began about 11 o'clock and lasted until 2. As one of the features of the evening, all of the young ladies who had taken part in the entertainment donned their evening gowns and came in at the close of the entertainment for the dance. They were introduced by the committee to the different display men who wanted to dance with them. Everybody pronounced this occasion to be the finest that had ever been held by the organization. St. Louis, of course, is known all over the world for hospitality and she made good on this occasion because everybody had an enjoyable evening and St. Louis people tried to show the guests real St. Louis hospitality.



I. A. D. M. Emblem Exhibited In The Retail Stores

Only once was the entertainment and jollification interrupted during the dinner-dance and that was when Mr. Potter, who was acting as toastmaster, stated that there would be no speech making, but one or two of the members did have something of importance to say. He then called on Harry Hoile, the president-elect, for a short talk. Mr. Hoile in a very few well chosen words stated that he was proud to have been elected the president and that he realized the task that had been set before him, and without further ado stated that in appreciation of the work that had been accomplished last year, he took a great deal of pleasure in presenting E. J. Berg, the retiring president, with a gold watch and chain. Mr. Berg responded happily. Mr. Potter then called on Mr. Edgell, one of the former presidents, who told about things that had been accomplished in St. Louis and referred to the particular activities of Walter Zemitzsch and stated that the association wished to show their appreciation to him and, therefore, presented him with a beautiful silver loving cup.

We regret the fact that all the first prize winning photographs are not reproduced in this issue. Owing to many of the prints being so dark, it was impossible to have halftones made from them, while other first prize winners became mixed with second and third prize winners and were not located until too late to have cuts made for September issue. However, Merchants Record and Show Window owes no apology in this matter as the prize winning photographs were not in its care as in previous years.

* *

A FEW COMMENTS

HARRY HOILE—I thank my good friends for electing me president of this great organization and shall try to prove worthy of the confidence reposed in me.

* *

Carl Ahlroth—A great convention. They are getting finer each year and I want to say right here that New York will have to go some to beat what St. Louis did this year.

* *

Harry Jones—This has been the greatest of them all. Yes, business was good and we are more than satisfied.

* *

F. O. Zapfe—Fine weather. St. Louis certainly ordered a cool spell for us. No one can kick on the weather..

* *

Horace Tracy—This is fine. Weather ideal. Good attendance. Everybody happy and New York got the convention for 1918.

* *

J. C. Bodine—A success in every way. St. Louis boys did themselves proud. Business fine.

* *

T. Guy Duey—Display men should bring the advantages of such conventions before the merchants. They will be glad to co-operate when aware of the object of this great organization.

* *

Malcolm J. B. Tennent—The convention was a wonderful success, the parade being the greatest advertising feature of any previous convention. Let's keep up the good work.

* *

Wm. H. Teal—The twentieth annaul convention of the I. A. D. M. held in St. Louis August 6, 7, 8, 9, has, in my mind, been the greatest ever held from all points of view. The manufacturers' exhibits have been better and more attractive than ever before and the merchants have given us more publicity, as can be seen by walking through the business districts and looking at the show windows. Too much praise cannot be given the Program Committee for their untiring work in bringing about this wonderful success, also to the St. Louis Association of Display Men for their hard work in making this convention the success it was and for the reception they have given the boys of the I. A. D. M.

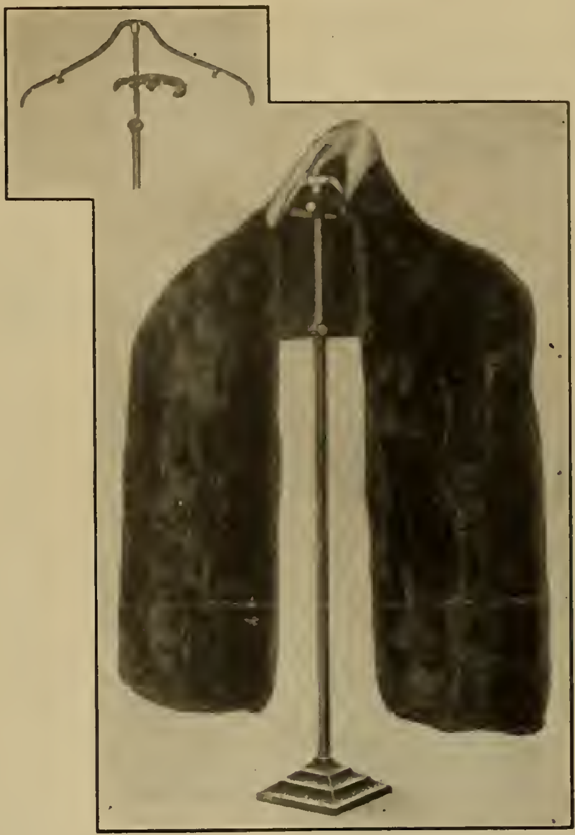
* *

R. L. Paxton—I was very glad to be with the

Palmenberg

GREAT
FUR SEASON
EXPECTED

Get ready with proper fur-display equipment for window salesmanship.



No. 86P

STAND FOR LONG BROAD PIECES

Standard square tubing; handsome Colonial base to match. Adjustable semi-circular bracket, (see small cut). Sets off neck part. Adjustable extension side-arms support shoulder parts. Extension standard gives proper height for graceful hang.

In addition we offer several new stands for various styles. Muff stands, brackets, hangers, racks, etc. A great variety of novelties and staples.

CATALOGUES OF ALL DEPARTMENTS OF OUR BUSINESS SENT PROMPTLY UPON APPLICATION

J. R. PALMENBERG'S SONS
63-65 WEST 36th STREET, N. Y.

Boston: 30 Kingston St.
Baltimore: 10-12 Hopkins Pl.
Pittsburgh: 723 Liberty Ave.

successful display managers of America and to learn of their good work. The manufacturers' displays were good for the display manager, for they were a help to him in selecting his fixtures. In the year of 1917-18 I will do all I can for the I. A. D. M.

* *

L. F. Dittmar—The twentieth annual convention of the International Association of Display Men, in the eyes of the writer was, without a doubt, the most effective from a standpoint of recognition on the display man's part. Thanks to Walter E. Zemitzsch, chairman of the decorative committee, for the timely thought of bringing to the public eye our dignified emblem and design.

* *

J. E. Hancock, Chairman Executive Committee—We all owe a vote of thanks and appreciation to the program committee, also the St. Louis Club for their cordial reception and entertainment during the I. A. D. M. convention.

The St. Louis display men and business men showed a better spirit of co-operation than has ever been shown at any of our conventions. The manufacturers' and other exhibits were the best we have ever had and while there were not as many attended the St. Louis convention this year we had a very successful convention and now we should all start at once to boost the New York convention. We want, and are going to have 2,000 display men at our next convention. *Organize* now, get your club together and *put one over* on the Charleston bunch at the New York convention.

* *

Matt Markusich—We should be very thankful to the St. Louis Display Men's Club for the courteous treatment accorded and for their untiring efforts to make our stay in their beautiful city a pleasure long to be remembered. It will be a pleasure in later years to look back to the 1917 convention, held in St. Louis.

* *

FINANCIAL REPORT OF THE SECRETARY

Date, 1916.	Memb. Fees	Memb. Dues	Chart. Fees	Per capita	Conv. Proceeds	Adv.	Badges	Total Receipts
August	$144.00	$335.00	.....	$ 90.90	......	$ 54.00	$108.75	$ 732.65
September	.....	2.00	.....	......	$745.28	201.00	......	948.28
October	.....	2.00	.....	......	......	39.00	......	41.00
November	7.00	7.00	.....	1.00	......	30.00	......	45.00
December	5.00	3.00	.....	......	......	......	......	8.00
1917								
January	9.00	11.00	5.00	15.00	......	4.00	......	44.00
February	3.00	......	.....	32.00	......	......	......	35.00
March	3.00	2.00		29.00	......	......	......	34.00
April	3.00	4.80	.....	3.00	......	15.00	......	25.80
May	9.00	1.00	5.00	6.00	......	9.00	......	30.00
June	6.00	14.30	5.00	15.25	......	......	......	40.55
July	42.00	124.00	5.00	114.00	......	......	......	285.00
Total	$231.00	$506.10	$20.00	$306.15	$745.28	$352.00	$108.75	$2,269.28

REMITTANCES TO THE TREASURER.

August	$ 732.65
September	948.28
October	41.00
December	53.00
January	44.00
February	35.00
May	89.80
June	40.55
July	285.00
Total	$2,269.28

EXPENSES—ORDERS DRAWN.

August	$ 906.26
September	101.38
October	280.34
November	83.14
December	80.95
January	181.45
February	241.22
March	85.30
April	80.23
May	148.08
June	94.05
July	105.65
Total	$2,388.05

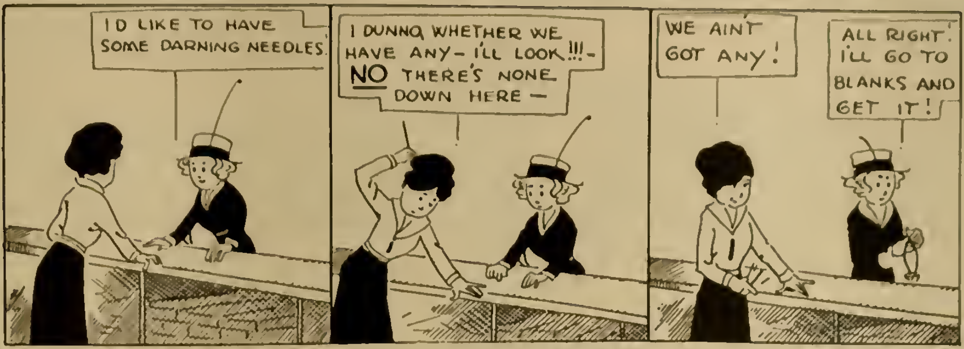
On hand July 31, 1916	$ 249.10
Receipts	2,269.28
	$2,518.38
Expenses for the year	2,388.05
On hand July 31, 1917	$ 130.33
Members taken in at convention, 1916 (at large)	46
Members taken in since convention, 1916 (at large)	31
Total for year	77
New clubs during the year	5

	Members
Reading, Pa.	16
Butler, Pa.	8
Herrin, Ill.	5
Buffalo, N. Y.	11
Des Moines, Iowa	37
Total for the year	77

Respectfully submitted,
P. W. HUNSICKER, Secretary.

O. K.—
M. L. HOFFSTADT,
T. W. WANNAMAKER,
Auditors.

Look Before Saying We Haven't Got It.


I'D LIKE TO HAVE SOME DARNING NEEDLES
I DUNNO WHETHER WE HAVE ANY — I'LL LOOK!!! — NO THERE'S NONE DOWN HERE —
WE AIN'T GOT ANY!
ALL RIGHT. I'LL GO TO BLANKS AND GET IT!

INDIFFERENCE

A large department store analyzing the reasons why 200 charge customers withdrew their accounts found that 49 were due to "INDIFFERENCE" on the part of their SALESPEOPLE.
Lack of interest in their work accounts for most of the indifference in our stores.
An increased knowledge of merchandise and a command of better selling methods will do much to increase interest and stimulate the sales.
If you are ready to take the first step toward abolishing "INDIFFERENCE" in your store, write us at once.

THE GRAPHIC INSTRUCTOR

·INSTRUCTION·DEPARTMENT OF THE DRY GOODS·ECONOMIST·
·231-241 West 39 St.—New York·

COUPON

Please tell me how I can abolish indifference from my salesforce.

Name ....

Address ....

City........... State..........

No. of Buyers.................

No. of Clerks.................

Why Not Use Some of These

BEAUTIFUL CUT-OUT DESIGNS

to Transform the Effect of Your Show Window

and in This Way Emphasize the Good Qualities of Your Merchandise

Decoratives that are not gaudy and cheap looking will add to the interest and dignity of your establishment. You need backgrounds, but they must be properly designed and colored. We can give you something entirely new and original. We are designers and originators, and back of our work we realize and know what your merchandise needs to make it standout to the fullest.

Write us. Let an architect of color and design who knows merchandise furnish you with beautiful settings for your show windows.

Beautiful Modern Art or any period designs. Our ornamental wood-working establishment can furnish you with any kind of scroll sawings or carved designs, and is at your service.

Plaster relief urns, vases, panels, heads, figures, patriotic pieces, etc. Decorative landscape panels in modern art design and Autumn colorings.

Do Not Fail to Visit Our Show Rooms
and Studio When in Chicago

THE BODINE-SPANJER CO.

Designers and Manufacturers of Decorative
Backgrounds for Show Windows

Phone Diversey 2585

1160 Chatham Court, Chicago

To get to our studios, take Larrabee St. car, on Dearborn St. (down town), go north, get off at Division St., and walk one block west to Chatham Court.

MR. GEO. A. SMITH, Eastern Representative
1777 Broadway, New York City

No. 6—This beautiful vase is made of plaster, very strong, and comes in two sizes. Just the thing to use on floor of window.

8 in. diam. x 20 in. high, reduced to, each, net. $3.00
12 in. diam. x 30 in. high, each, net 4.50

International Association of Display Men

PRESIDENT, HARRY W. HOILE, Birmingham, Ala.
LOVEMAN, JOSEPH & LOEB

SECRETARY, P. W. HUNSICKER, Grand Rapids, Mich.
123 Dwight Avenue

1st VICE-PRESIDENT
CLEMENT KIEFFER JR.
Buffalo, N. Y.

2d VICE-PRESIDENT
M. J. B. TENNENT
Portland, Ore.

3d VICE-PRESIDENT
T. GUY DUEY
Grand Rapids, Mich.

TREASURER
W. H. HINKS
Minneapolis, Minn.

CHM. PROGRAM COMMITTEE
D. B. BUGG :: New York

CHM. EXECUTIVE COMMITTEE
J. E. HANCOCK
Charleston, W. Va.

CHM. PUBLICITY COMMITTEE
J. W. FOLEY
Chicago, Ill.

CHM. MEMBERSHIP COMMITTEE
W. H. TEAL
Toledo, Ohio

CHM. EDUCATIONAL COMMITTEE
W. E. ZEMITZSCH
St. Louis, Mo.

1,000 STRONG IN NEW YORK

The convention, like all other good things, has come to a close and the members of the I. A. D. M. who were fortunate enough to be there have gone their various ways with new life, new inspirations, greater ambitions, and each one feeling satisfied that his time was well spent. Quite true, the number in attendance was not up to our expectations, but those who were there came with a determination to make the best of the opportunities offered, and to improve his knowledge and help others improve theirs, along professional lines.

The reception given us by the St. Louis Display Men's Club was greatly appreciated by all and I wish to thank them all personally and in behalf of the other members of the I. A. D. M. And now we must turn our thoughts to the next convention to be held in July, 1918, in New York City. When I say we will have one thousand members in attendance at our next convention I feel that I am putting it mildly, so let our slogan be, "One Thousand Strong in New York," and work for it. Start right now and talk convention to every display man you meet. Tell him of the wonderful things you have seen and heard at past conventions. Tell him of the entertainment features and let him know that he can expect twice as much in every way at our next convention in New York. The various committees were all carefully selected and are all live wires. Already they have started plans for the 1918 campaign. The convention in New York bids fair to be by far the greatest gathering of its kind ever known in the history of the I. A. D. M. It will be an easy matter to accomplish the desired results if each member puts his shoulder to the wheel and works systematically and in co-operation with the other members. Let every display man say, "I personally pledge myself to bring two other display men to the convention." Start now; persuade your prospect to set aside two dollars each week and he will have plenty of money for his expenses at the New York convention. If there is no display men's club in your locality, organize one at once. If you don't know how ask our secretary.

Our Educational Committee is waiting for your request for educational matter to liven up the meetings of your club.

And now we must try out another system. Let us get in touch with your firm. Send me the name of your firm and I will write and tell them how important it is for you to attend the convention. Do it now and let us get an early start for a whirlwind finish. We want your firm as an associate member of the I. A. D. M. This means more co-operation. And don't forget the slogan, "One Thousand Strong in New York"— and then some.

HARRY W. HOILE,
President

A Year In and Year Out Trim

LIGNINE (WOOD) CARVINGS

Come under this title, as they are UNBREAKABLE and can be used over and over again.

CHEAP—They are the cheapest and most economical Trim on the market.

No. 8 catalog showing Shields, Scrolls, Wreaths, Heads, Drops, Plateau Feet, Brackets; and a sample free for the asking.

A trial order will prove they are practically indispensable.

Ornamental Products Co.
52 14th Ave., DETROIT, MICH., U.S.A.

SWIFT

Scenic Paintings

QUALITY The Desire for Quality is Natural
We Fulfill Your Desire

FOR FALL

You will be pleased with the designs in our large Catalog of *quality* scenic paintings.

FREE ON REQUEST

THE SWIFT STUDIOS
466 East 31st Street CHICAGO
The Great Scenic Painting Studios

A "Round Dozen" Christmas Ideas

Merchants who are planning ahead for Christmas trade will want to see the Budget of Christmas ideas issued by the Economy Service Company.

There are twelve distinct plans and ideas contained in this Budget, among them being:

- Lithographed panels
- Christmas campaigns
- Posterettes
- "Movie" slides
- Display Cards
- Circulars
- Contests
- Gift-folders

Etc., Etc.

A copy of the Budget will be sent FREE to merchants in towns where our service is not already placed. Send the coupon. Get your plans started for a big Christmas trade.

Economy Service Company
231 West 39 St - New York City

Affiliated with the Dry Goods Economist

COUPON

Economy Service Co.
231 W. 39th St., New York

Send us FREE the Budget of 12 Christmas plans and ideas.

....
....
....
....
....

(MR)

A GRAND SUCCESS

THE Twentieth annual convention has passed into history as another success.

Talk about St. Louis display men and merchants not knowing how to take care of a convention is one grand mistake. Every display man who attended this convention will pronounce them royal entertainers. To have missed it is your loss, not ours. It was beyond question one of our best conventions. The attendance was lacking in numbers just a little, but this was made up for in enthusiasm of those present. The attendance was kept down some by the call to the colors and the Association did its bit in a noble way by voting to keep all members (who have enlisted or been drafted) in good standing during their time of service.

However, the attendance was very gratifying considering the conditions, especially in view of the fact that many organizations have cancelled their conventions this year. It would surprise most anyone not aware of this fact to know how many conventions have been cancelled. For the I. A. D. M. to keep up courage and hold its annual meeting and make it the grand success that it was is surely very gratifying.

The parade was a new feature and a grand success. There was the Boy Scout troops of St. Louis and a number of police to act as escort. Then came our own "UNCLE SAM," and every display man was behind him in line, four abreast, extending for three blocks. This symbolic idea that the display men are behind our President and our own United States to a man was truly fitting and received round upon round of applause as we marched from the Planters hotel to the Drygoodsman office and back to the hotel again, a distance of about twenty blocks.

The St. Louis Association of Display Men, dressed in white shirts, white trousers, black belts and white hats with red, white and blue bands, surely made an attractive appearance.

Directly behind the St. Louis display men marched our own president, E. J. Berg, and behind him the members of the association, with Charleston association bringing up the rear, twelve strong, with banners flying. Many of the members carried special banners. Mr. Tennent of Portland, Oregon, carried a banner, with the inscription "I came 2,400 miles to attend the convention." Mr. Hoile and Mr. Friedman each carried a large banner with the inscription "From the watermelon city," with the picture of a huge, red, ripe melon thereon. Say, but our mouths did water for a hunk. With every man in line carrying an American flag, the parade was a big feature and a most spectacular feature of our convention.

The exposition, too, was one of the best and most attractive as a whole and many of the exhibitors reported the best business they had ever had.

The program was a most interesting one, with nearly all the men on the program present. Some of the demonstrations were the best ever given before any of our conventions.

The contest was another grand success. To stop and consider the entries and to know how the judges had to work to select the winners is no small job. There were over 1,150 entries besides the show cards.

Mr. Carl W. Ahlroth, Mr. M. J. B. Tennent and Mr. T. G. Duey went through to the Championship class, each having won the necessary points for this title.

The Association cup was carried away by the Grand Rapids Association of Display Men and the individual grand prize was awarded to Mr. Tennent.

It is impossible to tell of all the good things of the St. Louis convention, so suffice it to remain for some other issue.

I wish to thank the members for their confidence in me in re-electing me Secretary for another year. I am anxious to see the association go forward and ask your help in making the I. A. D. M. what it should be. I will have more to say about the program for the coming year and also about the contest for 1918. In the meantime you will be putting in your Fall openings. Be sure to get a photograph of your better displays. Send them to the contest at New York next year.

Do your bit—help to make our association 2,000 strong for our 1918 report. Read the interesting account of the St. Louis convention and you will be sorry that you missed it.

P. W. HUNSICKER, Secretary.

* *

PRIZE AWAITS YOU

WILL the member who entered contest photographs under the nom-de-plume "Rose" kindly advise Secretary P. W. Hunsicker. This non-de-plume was not registered and consequently the secretary is unable to make complete report and deliver the prize which has been awarded to the display man who entered under said nom-de-plume. Please notify secretary at once.

* *

Cracked and Chipped Forms

One of the most difficult propositions which display managers have to contend with is the unusual care required while handling flesh enamel display forms. The least knock or jar will cause the top to crack or chip off, causing the form to be entirely discarded as a display unit. With enamel display forms costing from $5.00 to $25.00 each, this loss becomes a serious matter both from a display standpoint as well as a financial loss.

In a new invention, called Flesh Enamel Cement, the Harrisburg Wax Figure Renovating Co., Harrisburg, Pa., appears to have solved the problem of repairing these damaged enamel forms so that they can be used again for display purposes. Their preparation is a flesh tinted cement made expressly for this work, being easily applied to the damaged part of the form, and dries hard like the surface of the enamel.

Display managers or firms having damaged forms should get in touch with this concern. Their advertisement appears elsewhere in this issue.

"PALRUBA" Floor Covering

A reproduction of a Hard Wood Floor made on BURLAP Body like Linoleum.
Can be used to decorate the Floors of your Show Window and will Harmonize with any display.
Made 72 inches wide.

Write For Samples

PALRUBA MFG. CO.
24 W. 23d Street NEW YORK

For Commanding Windows

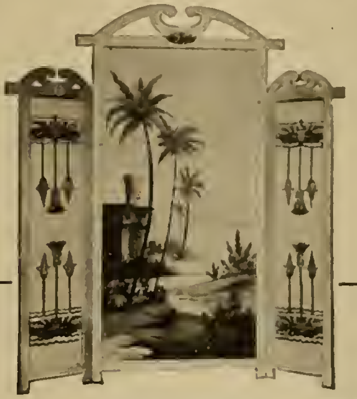
ENLIST THE AID OF

Daily's Scenic Paintings

They faithfully, forcefully and attractively portray the spirit of falling leaves and fading flower.

To those potential customers passing your store, there's an irresistible appeal and "pull". These scenic panels are exquisite in coloring and masterful in execution, creating admiration and desire.

Our Fall circular illustrates, describes and quotes prices. Ask for catalog, M-9.



Bert L. Daily
Advertisers Bldg.
Dayton
Ohio

Smilax, the Decoration Beautiful

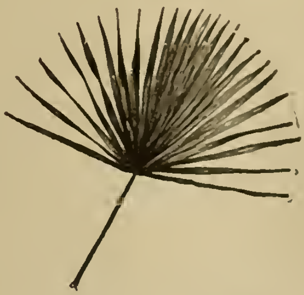
The Smilax crop is wonderfully luxurious this year. Foliage full grown and most lustrous.

PRICES, SMILAX AND MAGNOLIA

Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50

Magnolia Foliage is mighty attractive as a high-class decorative. It will last for weeks when put in the show window or store interior. You can make it into wreaths and use it in combination with Smilax or any of my Evergreens. In cases of six different sizes same as Smilax, and the prices are the same.

I can also supply you with **Long-Needle Pines, Palm Leaves, Grey Moss and Fadeless Green** Moss at reasonable prices.



Natural Palm Leaf

Caldwell, The Woodsman
Evergreen, Alabama

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS —WITH A FEW CHANCES THEY MAY BE MADE TO APPLY TO ANY BUSINETS—WORK THEM OVER TO SUIT YOURSELF

Men's Summer Shirts. Excellent Value at 75c—Good, full-sized shirts, of soft summer-weight percale and fancy madras. This will be good news to men, and the lot we have should go quickly at this attractive price.

A Splendid Collection of Men's Shirts, 85c—All of woven striped madras—blue, lavender and black stripes on white grounds, many of the liked seersucker stripe among them. All the shirts are generously cut and well made with

Sports Hats at $3.25—We have illustrated the style. They are made of braids and finished charmingly in ribbons. All white and a variety of colors. In addition to these there is a small group of white satin hats to sell at the same price. Since the quantity is limited, we advise you to be here early. At $3.25 they are exceptional values.

Women's Neckwear, 69c—Collars of exquisite Georgette crepe and the daintiest of cotton voiles, white and variety of colors. Plain styles—with the beauty of sweet simplicity. Lace trimmed styles—as frilly and as fussy as you please. Former prices were two and three times 69c. Pongee collars, small group, reduced to 25c. Collar and cuff sets of lawn, reduced to 25c.

Little Prices on Women's Pajamas and Nightie-Pajamas —A special sale of these most convenient night garments for travelers, vacation wear and especially for those who will camp out. At 98c, $1.25, $1.49, regular pajamas, two-piece models of women's pajamas. Those at 98c are in stripes; at $1.25 in plain colors, and at $1.49 in dainty white fabrics. At $1.98 and $2.98, nightie-pajamas of pink batiste, one-piece style; very dainty.

Women's Fibre Silk Hose, Three Pairs for 50c—Or 17c pair—Good hosiery at a special price in this day and time—that is rare. Take hold a pair of these. They have the touch of quality. You know that they will give good account of themselves in service and satisfaction. The material is fibre, and it has a "lost" thread in it now and then. That is why the hosiery falls under the heading of "irregulars." Two hundred pairs for selling on this Thursday half day at 3 pairs for 50c. You ought to buy a supply.

Every Color Imaginable in These New Striped Skirts at $3—The stripes running vertically are on a heavy cotton ramie, box-pleated all way 'round and stitched down as far as the hips. The stripes run crosswise on the flap of a pocket and on the girdle. A few of the combinations of stripes are: wide tan, blue and black stripes on white; orange, black and green stripes on white, or rose, black and green stripes on white. A woman could wear a skirt of this sort many times without a tubbing, for sports or on the beach.

Millinery Remarkably Low in Price—The woman who is planning for her vacation will find these collections particularly interesting: At $1.95—Milan-hemp sports hat, in two-tone color combinations; these were formerly $3.00. At $2.50 —A collection of trimmed hats, including some leghorns. The hat sketched is from this excellent group at $2.50.

Men's Good Shirts Are Small in Price—At 95c, brand-new shirts of woven or printed madras or of percales, in plenty of designs and colorings for a man to choose from. They have the comfortable, soft double cuffs. At $1.10, good quality white cotton cheviot shirts for outdoor sports wear.

Women's Dresses—Cool summer dresses, which are now being cleared from our stocks. Plenty of wear for them: Dresses at $7.75. Worth $10.00. White dotted Voile Dresses, made with a graceful lace-trimmed tunic and lace vestee; ribbon belt. Dresses at $5.00. Worth $7.50. White barred Voile Dresses, and others in white-and-colors combined. Various models at $12.50 and $15.00. Dresses worth $15 to $22.50. These are smart models in various colors. Some are handsomely embroidered or braided. Dresses at $15.00. Cool Taffeta Dresses in black, navy blue, French blue, and some in plum color. Draped-skirt and Russian-tunic models, and one in a smart coat effect; made with crepe Georgette collar.

Women's Fashionable Silk Skirts, Formerly $12.50 *to* $18.50, *Reduced to* $7.75—These skirts are in exquisite models for sports and dress wear, beautifully tailored and finished. Made of stripped and Fancy Silks, Silk Faille, Taffeta, and Khaki-Kool. The values are so remarkable that none will be sent C. O. D., exchanged or on approval.

The Beautiful Autumn Suits—You will find a visit to the suit room mighty well worth while these days. In a few minutes, all too brief, of sight-seeing, you will learn more of the new fashions than reams of advertising can tell you. It is at once apparent that skill and taste have directed the assembling.

New Taffeta and Georgette Crepe Dresses, $14.50—In the most exquisite models, displaying dainty Georgette Crepe collars edged with lace. Skirts are in smart gathered and tunic effects. Navy Blue and Black. Sizes, 34 to 42.

Charming Frocks for Young Girls—Special at $5—A little gathering of sample frocks for young girls of 12 to 17—so charming and so different from most dresses that they won't last but a little while. Among them you will find (though mostly one or two of a kind) crisp organdies in white or pastel shades; flowered or striped voiles; plain voiles in rose or light blue; fine linens, embroidered by hand; white net party frocks. Every dress has something distinctive about it—here an odd combination of colorings, there some embroidery that is quite unusual—delightful, every one, and much underpriced.

Hundreds of Silk Waists—Right and left, everybody is asking for crepe de chine and Georgette crepe—white or flesh color. So the Waist Store has them in bewildering variety, the crepes de chine priced at $5.50 to $8.75; and the Georgette crepes—tailored and tucked, hand-embroidered and beaded or prettified with real and imitation laces—are $5.50 to $27.50. Tailored waists of white wash silk with colored stripes, and made with white collars and cuffs, are $5.50.

Fair Warning About the Women's Shoe Sale—One group —the white canvas oxfords at $3.25—is almost gone, and inroads are being made on all the other groups. There are still plenty of white canvas pumps at $3.25. And of gray glazed kidskin oxfords and pumps, and white kidskin pumps, at $3.75. But don't delay too long if you want to share in the savings, which average half.

The Autumn Corsets—One should be no more conscious of one's corset than of one's breathing or heart action. It is not difficult to achieve this; it is almost entirely a matter of fitting. We have always placed emphasis on the fitting of corsets. Our people know the trick or the art and science of fitting comfortably and fashionably. Let us suggest that you allow us to fit your new corset. The autumn models are now ready for you to see. Beautiful styles in rich, exclusive materials, as well as the plainer ones in styles correct and not such expensive materials.

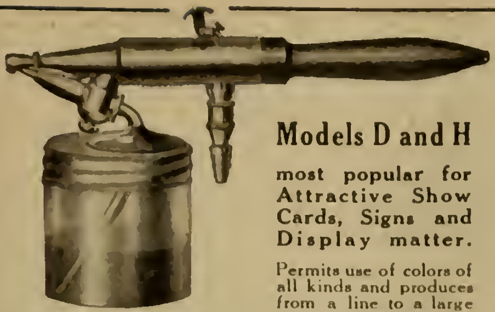
Coverall Aprons, $1.50—These came in just yesterday. Excellent percales in polka dots, stripes and figures. Slip-over styles, others opening at the side. Finished with belt and pockets. Most practical and comfortable of garments for wearing about the house. Children's pique coats in sizes 1, 2 and 3 years. Very special at $1.47.

Women's Hosiery and Underwear, with Low Prices—A lot of good, lightweight combinations of ribbed cotton are in regular and extra sizes. The low neck, sleeveless styles that women want for Summer wear, "seconds" and 30c the garment. Cotton stockings at 15c a pair are "seconds" of a durable grade. Black and white only.

Children's Hats, Special!—Lingerie and white pique hats in a variety of most winsome styles. It is time for them to be going. That is why they are reduced. The reduction amounts to one-third.

Select Your Mattresses and Bedding in the Half-Yearly Sale Today or Tomorrow—And as in the case of the furniture in the August sale, all transactions taking place on any one of these days of preliminary inspection will date from August 1. Hair mattresses, cotton mattresses and feather pillows and bolsters are offered in a full selection, all fully warranted for cleanliness and good quality, and all marked at specially low prices. Bed springs in a large variety, and of standard types are also in the sale at reduced rates.

Suits for Men, Formerly $25, $23 *and* $20, *Reduced to* $17—*A Small Charge for Alterations*—It is difficult to say just what these suits will be worth next season, but you may rest assured that they will not be obtainable at even their regular prices, the unprecedented increase in the cost of woolens making a jump in the price of clothing inevitable.



Models D and H

most popular for Attractive Show Cards, Signs and Display matter.

Permits use of colors of all kinds and produces from a line to a large spray. Paasche Air Brushes made in many sizes for all requirements

THE GREAT FAVORITES EVERYWHERE
ORDER YOURS TODAY and
INCREASE YOUR EARNING CAPACITY

PAASCHE
Famous 3-in-1
Air Brushes

Universally used by best Show Card Writers, Sign Painters, Decorators, Window Trimmers and Displaymen.

Greater efficiency, speed and durability assured with use of these Incomparable Tools.

Write us today for circulars

Paasche Air Brush Co.
1229 W. Washington Blvd. CHICAGO

Model "S"
is best for your large work.

Unequalled for Painting, Enameling, Bronzing, Large Signs, Banners, Window Backgrounds, Refinishing Fixtures; Making old ones look like new.

PRODUCES UNMATCHABLE EFFECTS
SAVES HOURS of HARD WORK

Cardwriters Pure Red Sable One Stroke Flat Brush

For a clean stroke letter it has no equal

Illustration shows actual size of three smallest widths made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1917 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl Street, NEW YORK

To the Rescue

TO those card writers and window trimmers who are "snowed under" with the weight of Fall work, we offer

THIS FIRST AID

"Perfect Stroke"
Brushes and Supplies

They're conducive to speed, ease and more satisfactory work for the brushes are well-balanced, strong, well made and positively won't shed. The colors are prepared of the finest pigment and consistent in shading. Our other accessories will be found eminently pleasing.

Write today for Our New Catalog M. 9

Bert L. Daily
Advertisers Bldg. Dayton, Ohio

"THE HABERDASHER'S"
SHOWCARD WRITING SYSTEM
COMPLETE IN THIRTY-FOUR LESSONS

THE HABERDASHER COMPANY

"The Biggest Value in Instruction Books I Have Seen for a Long Time"

That is what a publisher of a trade paper for showcard and sign people says. The book is written by A. E. Hurst and C. J. Nowak, two of the best known show card authorities of America. In 34 lessons the book covers every phase of the subject of showcard writing for retail stores. Specially valuable, because it contains all the latest ideas. Of help to both the beginner and the man who wants to be up-to-the-minute.

Ask for The Haberdasher's Showcard Writing System.

PRICE $1.00 PREPAID

The Merchants Record Co. 431 South Dearborn Street
CHICAGO, ILLINOIS

- 94 Pages
- 198 Illustrations
- 34 Lessons
- 27 Alphabets
- Color Charts
- College Colors
- Card Phrases

You Can Do Better Work
With the Fountain Air Brush

The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

The Original Pencil-shaped Air Brush

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

BRUSHES and SUPPLIES FOR SIGN and SHOW CARD WRITERS

Good brushes and supplies do not "just happen." They are the result of years of study and work on the part of the makers. Then there are a lot of makers who make cheap, inferior stuff. We have spent a lifetime searching out the best brushes and materials. We know what is required and our one aim has been to make price represent quality. Regardless of price, you always get the best value.

Send For Trial Order —Know For Yourself

What we want to do is to get you to try our line of Strong Supplies. Practically every one who does, becomes a permanent customer. Our Mail Order business is very large and we can easily serve you. Tell us the work you do—we will send the right brush or materials. Try us. Let us send you our School catalog.

Detroit School of Lettering

1809 D. S. of L. Bldg. DETROIT, MICH., U. S. A.

FALL WINDOWS

DECORATED WITH

D. & S. Novelties

ATTRACT.

Write us for circulars on our

Papier Mache Items
Novelty Papers
Flower Boxes
Pedestals
Artificial Flowers
Etc.

Doty & Scrimgeour Sales Co.
Inc.
74 Duane St., New York City

WAX FIGURES
for Show-Window Displays

Sold or rented, dressed to fit the Seasons and Patriotic Holidays. Men, women and children. Suggestions gladly given.

SCHMIDT'S, 920 N. Clark Street, Chicago
Tel. Superior 7578

With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Outfit without formula - $3.00
Outfit including formula - 5.00

Harrisburg Wax Figure Renovating Co.
Catalog Free 335 Crescent St., Harrisburg, Pa.

THE MERCHANT

who wants to make his advertising more effective should read The Advertising World—a magazine of great help to the retail advertiser. $1 the year—and will pay for itself. A sample copy for 7cts. in stamps.

THE ADVERTISING WORLD
Dept. M. R., COLUMBUS, OHIO

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

WESTERN POSITIONS—While present heavy demand for men continues, we will accept, without the registration fee, applications from experienced window trimmers and card writers, willing to accept $90 to $125 a month. Write Business-Men's Clearing House, Denver, Colo.

WANTED—Bright young man to fill the position of display manager for a department store in a good sized town in Nebraska. An exceptional opportunity if you are the right man. Address Box 310, c/o MERCHANTS RECORD AND SHOW WINDOW.

SITUATION WANTED—Window display man with 10 years' experience. Can write show cards, also advertising. Salary to start at $30.00 per week. Good gilt edge reference. Married. Address Box 307, c/o MERCHANTS RECORD AND SHOW WINDOW.

POSITION WANTED—Window trimmer and card writer with nine years' experience wishes a change. Samples of work on request. Good habits. Age 31. Salary $22. Address Box 306, c/o MERCHANTS RECORD AND SHOW WINDOW.

ADVERTISING MANAGER—Expert window trimmer and show card writer. High class man. Dry goods, ready to wear or department store preferred. Salary to start $45.00 per week. Now employed, will change by Sept. 15th. Desires personal interview. Address Box 308, c/o MERCHANTS RECORD AND SHOW WINDOW.

FOR SALE—Would you risk your bait to catch this fish? Old established wax figure and fixture business for sale cheap to close estate. Six thousand will handle. Act quickly. Will suit one or two experienced men. Business running, catalogs, stock, moulds, etc., ready. Address Box 309, c/o MERCHANTS RECORD AND SHOW WINDOW.

FOR SALE—Complete set of Xmas backgrounds, strikingly beautiful, also single settings for Fall or Xmas, floor booths, to specialize in different lines of merchandise, Grecian Vases, Sanded and marbelized floor blocks. Above used but once. Prices extremely low. Write J. R. Patton, c/o L. S. Ayres & Co., Indianapolis, Ind.

FOR SALE—Full size figures of Santa Claus about 5 ft. high, colored papier-mache, shown climbing up a rope. A very effective decoration for store or hall. Price $5.00 each. Apply Dupuis Freres, Montreal, Canada.

POSITION WANTED—Window trimmer and card writer experienced in displaying haberdashery and men's furnishings. Can sell in any department. Will furnish references and samples. Married. Over 31 years of age. Address Box 305, c/o MERCHANTS RECORD AND SHOW WINDOW.

WANTED—To hear from owner of good business for sale. Send description and cash price. Northwestern Business Agency, Minneapolis. Minn.

NEW DECORATIVE FALL
SCENIC PAINTINGS
WRITE TO-DAY FOR NEW CIRCULARS
BER-ZER Studio ... Dayton, Ohio

IT DON'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF
They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.
Full instructions how to use with each outfit.
12 ounces net weight. Price..........$1.00
24 ounces net weight. Price 1.50
36 ounces net weight. Price 2.00
60 ounces net weight. Price 2.50
It pays to purchase in large quantities, age will not affect materials.
HARRISBURG WAX FIGURE RENOVATING CO.,
335 Crescent St., Harrisburg, Pa.

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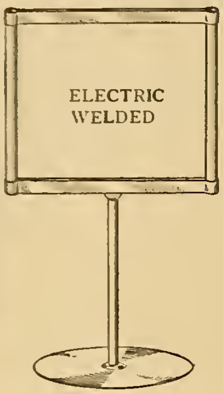
Creators of the Newest Ideas in

Valances and Panels

Austrian Drape Shades a Specialty

Write today for our catalogue and prices

THE WINDOW DECORATIVE WORKS
1250 W. Fourth Street, CLEVELAND, OHIO



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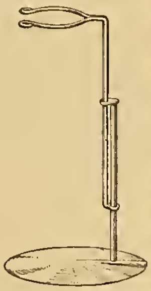


"Jaxon" Doll Stands
Adjustable 6 Sizes

Best and Cheapest Price Card, Stands, Easels, Etc.

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

Collection of Some of Latest and Finest Displays of Clothing and Haberdashery

There has just been published a most valuable book for the displayman handling men's lines. Here is shown the work of many of the best men in the business in every part of the country, including trims in The Haberdasher's National Championship for 1916, shown. Any one of hundreds of ideas worth more than the price of the book. Should be in the "library" of every displayman.

"THE HABERDASHER"

National Championship Displays of Clothing and Haberdashery

DESCRIPTION OF BOOK

This is a big book—112 pages, 9½ x 12 inches—122 halftone illustrations of complete window and unit trims—30 pages of background suggestions, for each month in the year—346 texts for show cards—3 color charts, individual color chart—complete list of college colors, printed on extra fine paper.

PRICE 1^{00} PREPAID

Please remit with order

The Merchahts Record Co.
431 So. Dearborn Street Chicago, Ill.

$7.00 FOR AN AIR BRUSH

That Meets Every Requirement

Patented March 6, 1917

Practical Air Brushes

—are used by all leading Cardwriters, Display Managers and sign shops, as well as many others, because they are PRACTICAL.

Write for circulars.

ECONOMY MFG. CO., - 4755-57 London Avenue, CHICAGO

USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased. SATISFACTION GUARANTEED OR YOUR MONEY BACK.

No. 1 outfit will clean and refinish 100 forms....$1.75
No. 2 outfit will clean and refinish 200 forms.... 2.50
No. 3 outfit will clean and refinish 300 forms.... 3.50
No. 4 outfit will clean and refinish 500 forms.... 5.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.

HARRISBURG WAX FIGURE RENOVATING CO.,
335 Crescent St., Harrisburg, Penna.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes, Velours, Felts, Cretonnes Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.
410 South Market Street, CHICAGO, ILLINOIS

Hess' Holly Cards for 1917

HANDSOMER THAN EVER
HOW MANY AND WHAT SIZES CAN YOU USE?

G. WALLACE HESS
1520 North American Bldg. Chicago

USE OUR
"RELIABLE SECONDS"
IN
SHOWCARD BOARDS
(WHITE AND COLORED)
AND SAVE MONEY

Samples and prices cheerfully furnished upon application

DOUGLAS WRAY PAPER CO.
INCORPORATED

Largest Exclusive Dealers in Reliable Seconds in Cardboards

PRINTERS BUILDING CHICAGO

No. 4070 MAIDENHAIR FERN BRANCH

ATTENTION!

WINDOW DISPLAY MANAGERS

My latest improvement on fireproofed maidenhair ferns and beech branches renders them juicy and fresh looking, but they will not dry out nor drip in any climate.

If my samples, which I have sent you by mail, have not reached you by this time, please drop me a postal.

I have also succeeded in making palm leaves, **transparent** in green. Prices upon request. Guarantee no dripping and no curling up.

Maidenhair Fern Branches No. 4070 and No. 4069. are made of natural prepared maidenhair fern leaves, imported from Australia and preserved in our factory in Brooklyn. These branches can be had in any solid color as yellow, green, red, orange or leather brown, or if not especially mentioned, we will furnish these two numbers in rich, luxurious fall colors, as yellow, orange, red, green and leather brown assorted on each branch.

These ferns are guaranteed fireproof and do not shrivel up, will not get wet or moist, nor even drip, on the sea level or any low temperature. Remain the same in any climate.

No. 4069 and No. 4070 are both furnished in the same size, 24 inches by 36 inches.

No. 4069 Maidenhair Fern Branch, without foxtails, per dozen - - -	**$ 9.00**
No. 4070 Maidenhair Fern Branch, with foxtails, as illustrated, per doz. branches -	**15.00**

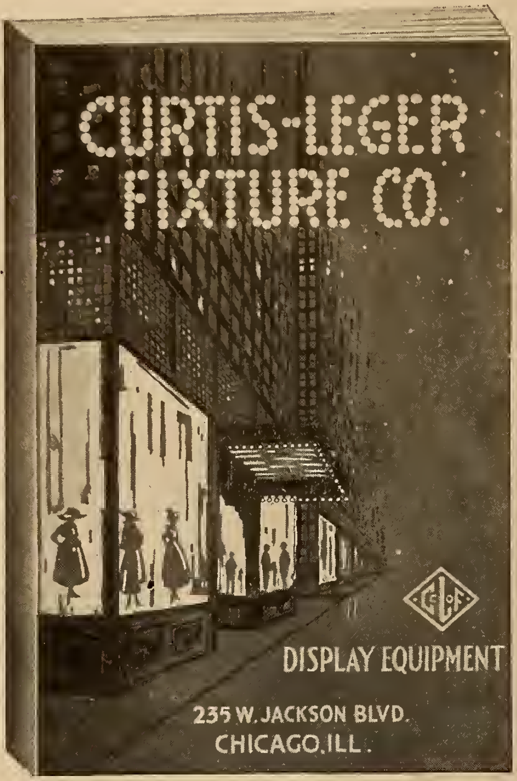
I have also succeeded in *preparing natural Kentia Plants.* Everybody knows how hard it is to keep natural kentia plants alive; they will soon wither and will have to be sent back to the greenhouse. If you have a good plant, you can pull them out from the pot, shake off the earth and send the plant, root and all, to my factory, 250 Moffatt St., Brooklyn, N. Y.; I will perpetuate this plant in green and return it to you; price according to the size of plant and number of leaves. This plant will certainly make a rich effect in red for Xmas. *Bear this in mind.*

My fall catalogue, which contains a full line of artificial and natural prepared foliage and imported flowers, will be mailed by July 25th. If not in your possession by that date, please ask for one.

Please address all correspondence to

Frank Netschert

61 Barclay Street
New York City


CURTIS-LEGER FIXTURE CO.
DISPLAY EQUIPMENT
235 W. JACKSON BLVD.
CHICAGO, ILL.

This Big Display Equipment Catalog

is brim full of new display ideas and profusely illustrates all that is best in modern display fixtures, forms, wax figures, window reflectors, valances in fact, "Everything in Display Equipment."

A copy of this 304 page book will be mailed to responsible merchants and display men only.

There is no charge or obligation.

Curtis-Leger Fixture Co.

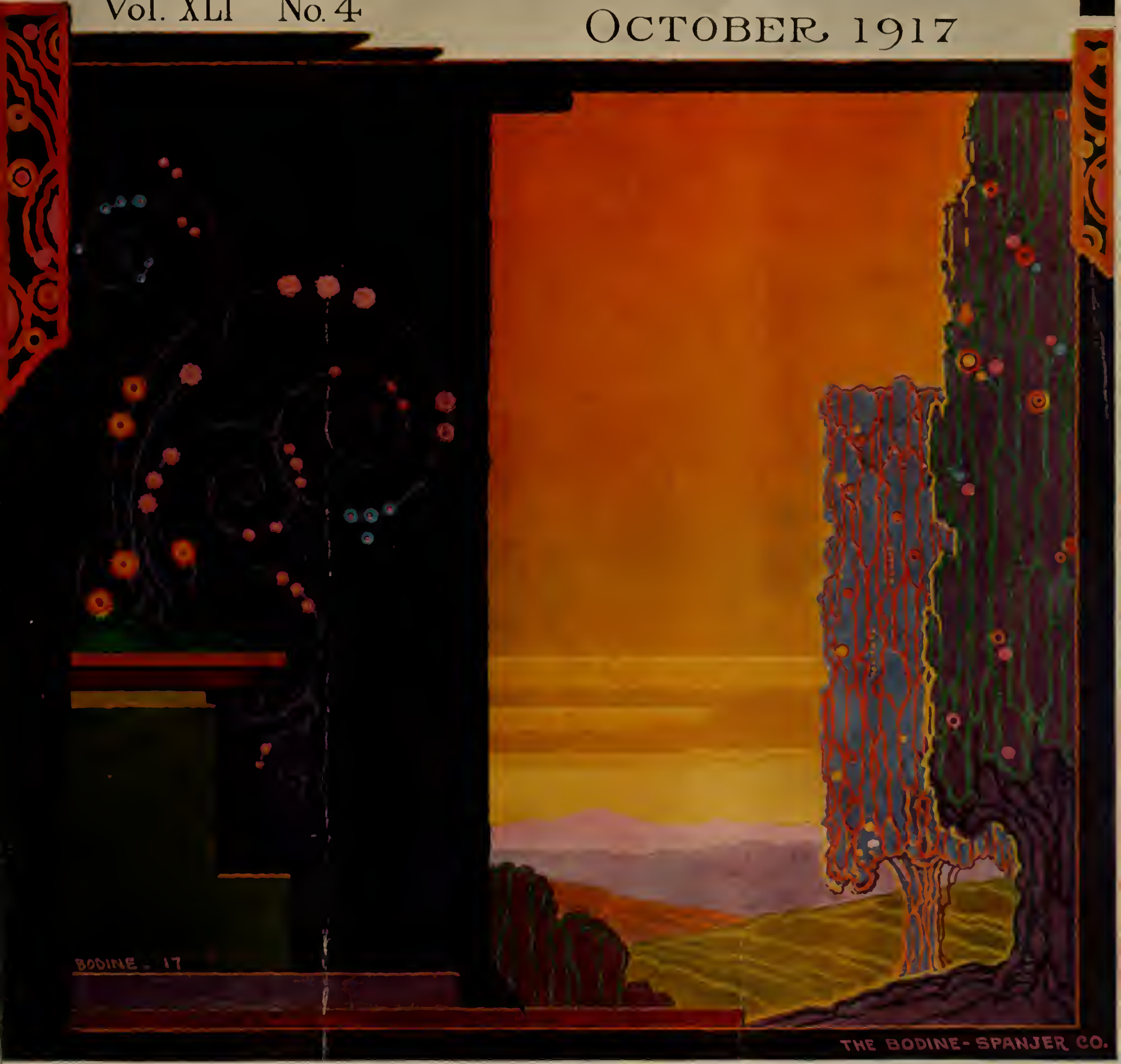
237 W. Jackson Blvd., Chicago

Everything in Display Equipment

MERCHANTS RECORD AND SHOW WINDOW

CHICAGO

Vol. XLI No. 4
OCTOBER 1917


BODINE . 17
THE BODINE-SPANJER CO.

First of a Series of Twelve Full-Color Background Suggestions

THE new "Curtis-Leger" catalog is not merely a price list of display equipment. It is a text-book of modern display and contains many valuable ideas for the successful showing of merchandise. This 304 page book will be sent without charge or obligation to responsible merchants and display men.

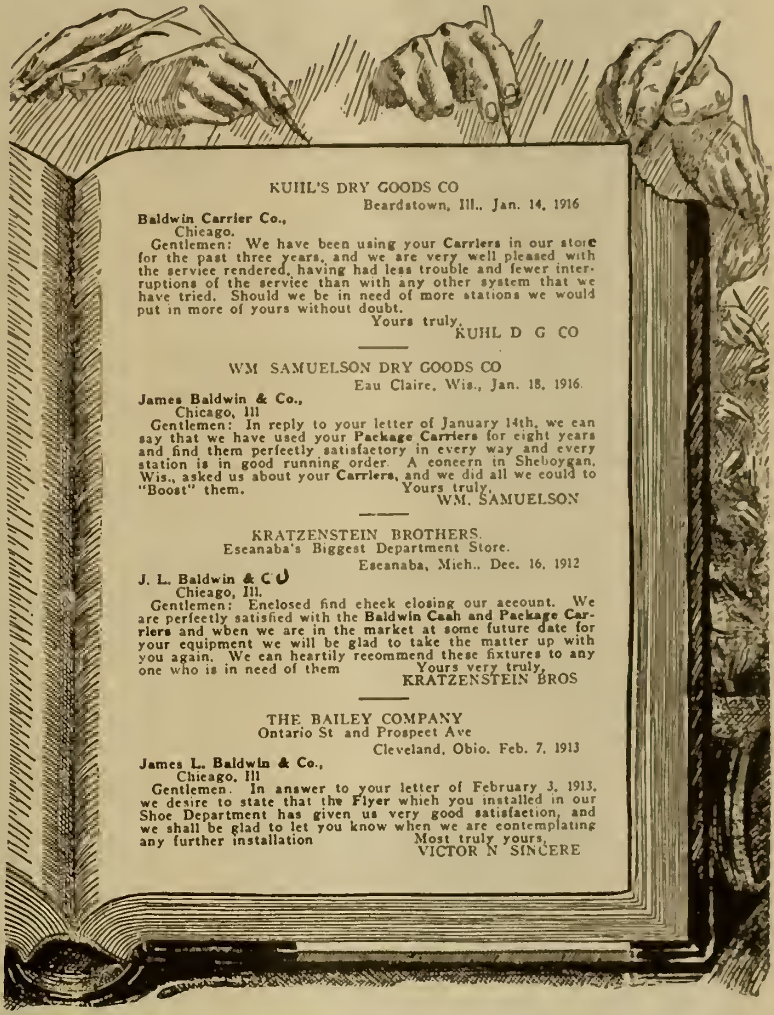
Curtis-Leger Fixture Company
237 West Jackson Boulevard, Chicago

Everything in Display Equipment

A PAGE FROM OUR BOOK OF SATISFIED USERS

We have hundreds and hundreds of such letters. This is an assurance to you that the Baldwin carriers will serve your purposes most satisfactorily.

Read These Letters



KUHL'S DRY GOODS CO
Beardstown, Ill., Jan. 14, 1916

Baldwin Carrier Co.,
Chicago.

Gentlemen: We have been using your **Carriers** in our store for the past three years, and we are very well pleased with the service rendered, having had less trouble and fewer interruptions of the service than with any other system that we have tried. Should we be in need of more stations we would put in more of yours without doubt.

Yours truly,
KUHL D G CO

WM SAMUELSON DRY GOODS CO
Eau Claire, Wis., Jan. 18, 1916.

James Baldwin & Co.,
Chicago, Ill

Gentlemen: In reply to your letter of January 14th, we can say that we have used your **Package Carriers** for eight years and find them perfectly satisfactory in every way and every station is in good running order. A concern in Sheboygan, Wis., asked us about your **Carriers**, and we did all we could to "Boost" them.

Yours truly,
WM. SAMUELSON

KRATZENSTEIN BROTHERS.
Escanaba's Biggest Department Store.
Escanaba, Mich., Dec. 16, 1912

J. L. Baldwin & CO
Chicago, Ill.

Gentlemen: Enclosed find check closing our account. We are perfectly satisfied with the **Baldwin Cash and Package Carriers** and when we are in the market at some future date for your equipment we will be glad to take the matter up with you again. We can heartily recommend these fixtures to any one who is in need of them

Yours very truly,
KRATZENSTEIN BROS

THE BAILEY COMPANY
Ontario St and Prospect Ave
Cleveland, Obio. Feb. 7, 1913

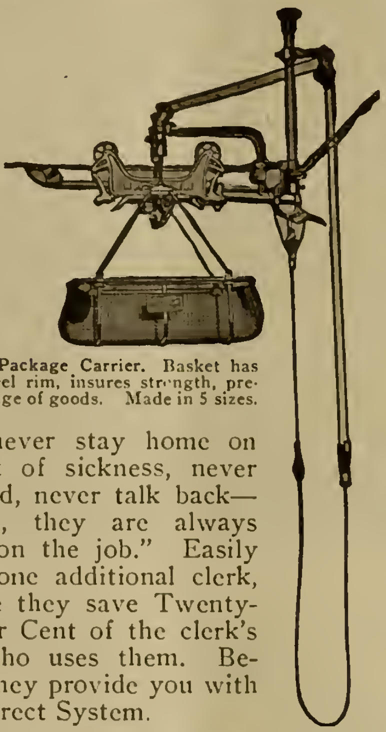
James L. Baldwin & Co.,
Chicago, Ill

Gentlemen. In answer to your letter of February 3, 1913, we desire to state that the **Flyer** which you installed in our Shoe Department has given us very good satisfaction, and we shall be glad to let you know when we are contemplating any further installation

Most truly yours,
VICTOR N SINCERE

Our 1917 Models

are the very latest refinements in Cash and Package Transmission.

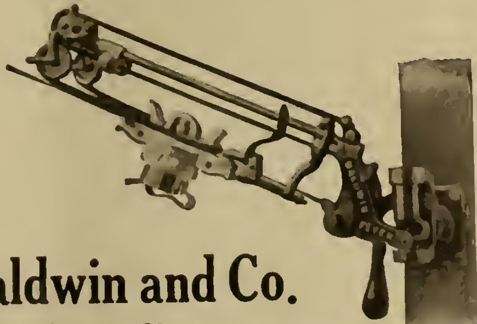


No. 17 Package Carrier. Basket has pressed steel rim, insures strength, prevents damage of goods. Made in 5 sizes.

They never stay home on account of sickness, never get tired, never talk back—in fact, they are always "right on the job." Easily worth one additional clerk, because they save Twenty-five Per Cent of the clerk's time who uses them. Besides, they provide you with the Correct System.

Baldwin Carriers are the result of twenty-five years' experience specializing in wire line carriers. As specialists we can serve you BETTER.

Either of These Carriers Are Real "Live Members" for Your Sales Force



James L. Baldwin and Co.
852 W. Madison Street, Chicago

USE THIS COUPON

James L. Baldwin and Co.
352 W. Madison Street, Chicago

Please send me full information about

☐ Cash Carriers.
☐ Package Carriers.

Name ....
Town ....
State ....
Size of Store ....

ONYX PAPER

A new, practical and ideal paper for original and effective and artistic window trimming

Plan now to use it for your

Holiday Windows

¶ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

¶ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

¶ Now being used with splendid results by leading display men throughout the country.

¶ In stock in convenient size in many different colors and patterns.

Illustrated Booklet

Contains new and original background ideas. Also complete line of samples of all the different patterns of Onyx Paper. Sent free of charge. Write for one today.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.

French Wax Figures

Number 1390

SPECIAL NOTICE

Visit Our New Chicago Salesrooms in Wholesale District, 305 South Fifth Ave., Near Jackson Blvd.

FRENCH WAX FIGURE COMPANY
70 W. Water St., Milwaukee, Wis.

305 S. 5th Ave., Near Jackson Blvd., Chicago, Ill.
202 E. 4th St., Los Angeles, Cal.
15 W. 9th St., Kansas City, Mo.

For your baby underwear displays, also for showing maternity baskets, this wax baby cannot be surpassed. It will surprise you the sales this will create.

If you consider Shape, Quality and Price, you will purchase "NORWICH FORMS." The illustration shows our new enamel finish which we guarantee against cracking.

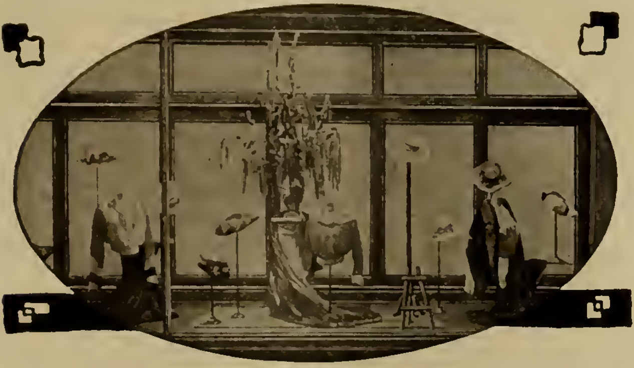
No. 286-B—Waist Form

Send for Our Latest CATALOGUE Which Shows a Complete Line of Display Equipment

NORWICH WAX FIGURES
Will Increase Sales in Your Ready-to-Wear Dep't

NORWICH NICKEL & BRASS CO., Norwich, Conn.

NEW YORK: 712 Broadway —SALESROOMS— BOSTON: 27 Kingston Street



CAREY
Ceil-Board
SUPERSEDES PLASTER
FOR WALLS AND CEILINGS

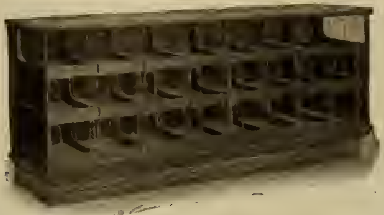
Affords five finishes for your window backgrounds

All sorts of paneling and many kinds of window furniture and fixtures of striking distinction are made from Carey Ceil-Board.

Circassian Walnut and Oak panels in true colors. Plain finishes for hand decoration. Write for our book "Window Backgrounds." Full of suggestions with instructions for making.

Oak
Tan
Oak
Circassian Walnut

The Philip Carey Co.
1030 Wayne Avenue
Cincinnati, Ohio



"What a Beautiful Show Case"

That's your first impression of an Illinois Case. Yet beneath this surface beauty are hidden qualities that can spring from but one possible source—honest endeavor.

This explains why Illinois cases retain their sightliness with just average care, for time indefinite.

Let us tell you more about them.

There is a case for every requirement.

Illinois Show Case Works
1729-37 North Ashland Ave., CHICAGO

SCHACK'S
New Christmas Flower Book

Will Be Ready Oct. 20th

¶ *Every Displayman* in America should have a copy of this book because it contains strikingly new and original Holiday Decorations that will make your Xmas windows the best business-pullers you have ever put in.

¶ *Schack's Designers* have won an enviable reputation as having created much of the most successful ideas and decorations used in recent years.

¶ *Schack's New Christmas Flower Book* contains all these new ideas, therefore is not only a catalog and price list, but a mine of ideas.

Send for this book now and get it as soon as it comes off the press

Schack Artifical Flower Co.
1739-41 Milwaukee Ave. CHICAGO

Visit Our Studio When You Are in Chicago

NATURE'S EVERGREENS FRESH FROM THE WOODS

Near to Nature's Heart Packing Beaven's Wild Smilax

SOUTHERN WILD SMILAX

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	$1.00
2	200 sq. feet	20 lbs.	2.00
3	300 sq. feet	25 lbs.	3.00
4	400 sq. feet	30 lbs.	3.50
5	500 sq. feet	40 lbs.	4.00
6	600 sq. feet	50 lbs.	4.50

For the reason that it is the most exquisitely beautiful evergreen vine in existence.

Beaven's Southern Wild Smilax

Is an indispensable aid in attractively decorating your show windows. Its long life—its fadeless character, and its show qualities, make it a valuable adjunct to any retail business.

Beaven's Magnolia Foliage

This is a beautiful glossy foliage. Retains its attractiveness for a long time. Splendid effects in massing this green. Shipped in same size cases as Wild Smilax and at same prices.

Beaven's Fadeless Green Moss

has been immensely popular everywhere and it really is an ideal covering for Show Window Floors.

Beaven's Fadeless Green Moss is shipped in Bags containing 100 sq. ft. Price $4.00, f. o. b. shipping point

	Each		Dozen	Per 100
Long Needle Pines	2 ft.	10c	$1.00	$ 6.00
As beautiful as palms in	3 ft.	15c	1.50	9.00
decorations.	4 ft.	20c	2.00	11.00
Chamaerops Palm Leaves Sabal Palm Leaves	25c per doz.		$2.50 per 100	
	Each		Dozen	Per 100
Chamaerops Palm Crowns	3 ft.	15c	$1.50	$11.00
Our native palm plants	4 ft.	20c	2.25	15.00
with their roots removed.	5 ft.	25c	3.00	20.00
Southern Grey Moss	25 lbs. sack, $3.00			

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express Rates, 25 per cent less than regular merchandise rates.

EDWARD A. BEAVEN
Evergreen . . . Alabama

"MY
CRATE
JUST
ARRIVED" →

*"ORDER
YOURS
TO-DAY"*

I'm as Happy as Hundreds of Other Display Men—Who Are Using

-EZY-BILT-
WINDOW BOARD

-EZY-BILT- WINDOW BOARD is the least expensive of all background building materials. Its first cost is the only cost, as it requiies no framework or expensive carpentering.

-EZY-BILT- WINDOW BOARD is the only material that adjusts itself to any finish; either Fancy or Novelty Wall or Decorative Papers, Oil or Water Paints, as it does not warp, bend or buckle.

-EZY-BILT- WINDOW BOARD can be constructed into Pedestals, Flower Boxes, Screens, Plateaus, etc. with less effort in less time and with better results than any other material.

-EZY-BILT- WINDOW BOARD should be kept on hand at all times. The display man's spare hours can be thereby utilized in planning and designing window settings for future displays.

-EZY-BILT- Price List

Order your crate of Ezy-Bilt Window Board today and thereby guard against delayed freight shipments, due to war conditions. Your Holiday Window Board should be ordered today. Let it be **-EZY-BILT-**

Full Crate, Size 46 inches x 100 inches (1000 square feet)......	$27.50
Half Crate, Size 46 inches x 100 inches, (500 square feet)......	15.00
Full Crate, Size 36 inches x 84 inches, (1000 square feet)......	27.50
Half Crate, Size 36 inches x 84 inches, (500 square feet)......	15.00

Ezy-Bilt Adhesive, 1 Gallon Can only. Per Can..........	.75c
Ezy-Bilt Gummed Paper Tape, 800 Linear Feet. Per Roll..........	.40c
Ezy-Bilt Stencil Knives with Removable Blades..........	.50c

F. O. B. COSHOCTON, OHIO

Hunt-Crawford Co.
Coshocton, Ohio

-EZY-BILT-
Window
Board
How to Use It

FREE
50
IDEAS

to assist you in
your window work
for Fall and Winter

SEND FOR YOUR COPY
—TODAY

CARTERS FAMOUS GREENS for Fall Displays

Nearly every one is using nature's greens this fall. It is not necessary to remind you of the wonderful attractiveness of fresh, green smilax for showing off to advantage your fall displays of merchandise. Let me serve you as follows:

The above illustration shows just a corner of our shipping department. On these beautiful Fall days everything is handled out in the open where we are all right close to nature. Exceptionally fine crop this fall.

SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.

Case No. 1 contains 600 sq. ft. Price	$4.50
Case No. 2 contains 400 sq. ft. Price	3.50
Case No. 3 contains 300 sq. ft. Price	3.00
Case No. 4 contains 200 sq. ft. Price	2.50

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price, per dozen	$1.25
Per 100	7.00
Chamaerop Palm Crowns	Per doz. 2.00
Chamaerop Palm Leaves	Per 100 2.50
Sabal Palm Leaves, the large kind	Per 100 2.50

MAGNOLIA FOLIAGE

Very fine in decoration, put up in same size cases as Smilax, at same price.

Gray Moss, per sack of 15 lbs.	$2.00
Fadeless Green Sheet Moss, free from trash or sticks, per sack of 100 sq. ft.	4.00

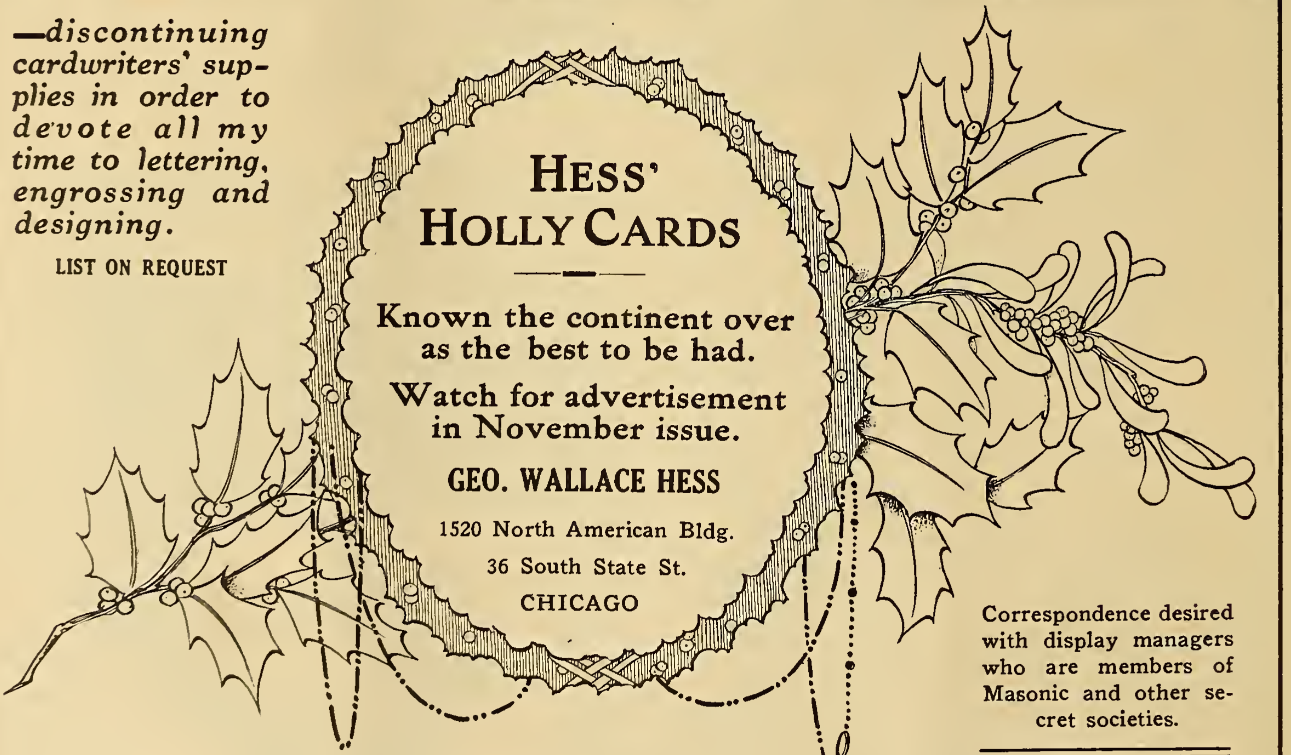
Laurel Festooning, Heavy Grade, 6c per Yard

Geo. M. Carter

Evergreen Alabama

—discontinuing cardwriters' supplies in order to devote all my time to lettering, engrossing and designing.

LIST ON REQUEST



HESS' HOLLY CARDS

Known the continent over as the best to be had.

Watch for advertisement in November issue.

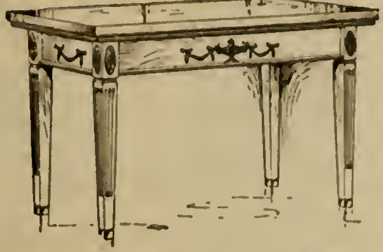
GEO. WALLACE HESS

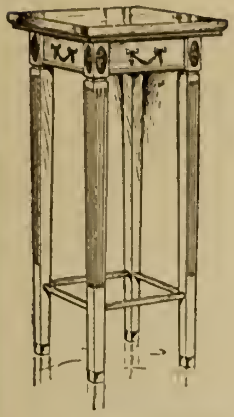
1520 North American Bldg.
36 South State St.
CHICAGO

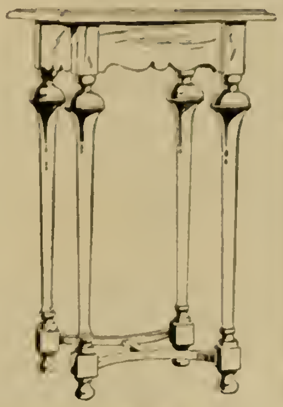
Correspondence desired with display managers who are members of Masonic and other secret societies.

Rolls of Honor of members of secret societies and mercantile houses now in service of the United States Army and Navy, engrossed and illuminated from $10 to $50.

Resolutions of Sympathy, Testimonials of Appreciation, Marriage Certificates, engrossed and illuminated, $3 to $100. Diplomas designed and engrossed.







Make Buyers Out of Passersby

To get good results from your window trims and interior displays you must have the services of perfectly made and beautifully finished display fixtures.

Hugh Lyons Period Fixtures are distinctive. They attract attention. They increase the value, the effectiveness of your displays. They help to make buyers out of passersby.

Let us send you our supplementary catalogs which show our Adams and William and Mary designs.

HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN

NEW YORK SALESROOM
35 W. 32nd. STREET

CHICAGO SALESROOM
234 S. FRANKLIN ST.

We Believe!

We Believe that never before has any house offered the display man as satisfactory a line of holiday decorations as we are offering for the coming season.

We Believe that our stock is greater, better and more varied, and that our prices are lower than those of other dealers.

We Believe that any merchant or display man can save money and get better satisfaction by buying from us this season,

Flowers Compare our flowers, vines, etc. with those of the other dealers at the same price, and you will find that our goods make a better showing for the money. Our goods never have the appearance of cheapness no matter how little you pay for them. This season's line is the best we have ever had.

Electric Fountains We have just issued a special circular showing a variety of remarkably attractive fountains, priced so reasonable that you can afford to buy several. They can also be resold at a profit.

Papier Mache Our circular showing this line of goods is the most complete that has ever been issued. Papier mache is being much used at present by leading stores. We show a great variety of high class designs modeled to meet every requirement of the display-man. You will find our prices the lowest.

Specialties This season we have a large selection of decorative specialties that are new and effective. Many of them are shown in our circulars. You will find them most interesting. We will be glad to tell you about them.

Send Today for our Catalogs and Circulars

The Botanical Decorating Co., 208 W. Adams St., Chicago

Manufacturers of Artificial Flowers and Plants

Annual Prize Contest 1917

Closes December 31, 1917

THIRTEEN VALUABLE PRIZES

One Large Silver Loving Cup, Handsomely Engraved. Four Solid Gold Medals. Four Sterling Silver Medals. Four Bronze Medals.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window displaying world. They are competed in by representative window dressers not only of America but many other countries: To wear one of the medals given by the Merchants Record and Show Window is a distinction of which any window decorator may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering our Annual Contest. In years past many prizes have been won by decorators in comparatively small towns. It is the work that is judged, not the name of the displayman, nor the size of the store. Read the conditions below and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishing store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, etc., etc. Prizes identical with those in class A.

CLASS D—DRAWING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year. The prize in this class is a handsome loving cup, especially designed and engraved for this purpose. Duplicate prizes will be awarded to tying contestants.

Terms of the Contest Read Carefully

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the Annual Contest will be entered in the Monthly Contest for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the Merchants Record Company.

All photographs submitted in this competition must be fully described and must be sent us before December 31st, 1917.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the Annual Contest must be marked upon the back of each photograph as follows: "For Annual Contest," with name and address of decorator.

Points To Be Considered in Making Awards

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

SALES—Under this head shall be considered the effect of the display in making sales.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

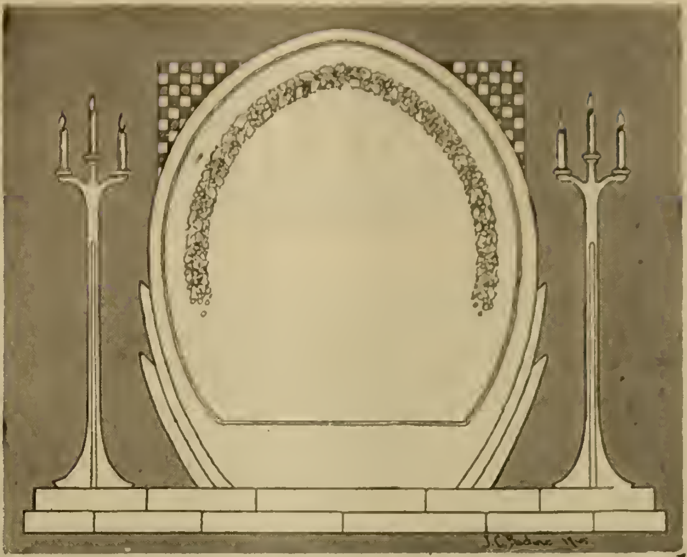
The judges in the annual contests shall be the editor of the "Merchants Record and Show Window" and two window decorators of acknowledged authority.

The Merchants Record Company

431 So. Dearborn Street
CHICAGO, U. S. A.

Holiday Backgrounds of Compo Board

Compo-Board, the old original and reliable, is the favorite with expert designers and leading display men. These are the men who know from experience what is practical and best for their varied uses. The very nature of **Compo-Board** makes it available for any sort of use for window backgrounds and store interiors.



Compo-Board Background Design, by J. Clarence Bodine

Compo-Board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. **Compo-Board** is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book which is printed on the best of paper and tells in an interesting way all about **Compo-Board**. Send for sample and copy of this book, it's free.

Compo-Board Co.
1404 LYNDALE AVE. NORTH
MINNEAPOLIS, MINNESOTA

NA-DE-CO

VALANCES, PANELS and DRAPE SHADES

assist, materially, in making your window display attract the right sort of customers.

We are equipped to take care of your every requirement in window decoration, whether large or small.

Write today for catalog R and sample plushes
Live Salesmen wanted

National Decorative Co., Inc.

Designers and Manufacturers
Valances, Panels, and Drape Shades, Plushes and Velours

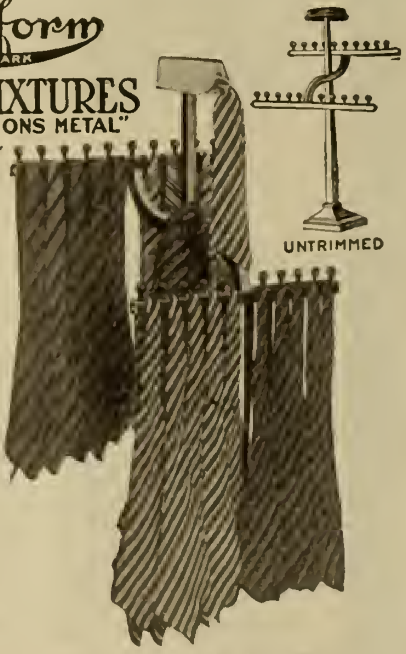
Main Office and Factory
538 Federal Street
CAMDEN,

New York Showrooms
234 Fifth Ave., Cor. 27th St.
NEW JERSEY

Goodform
TRADE MARK

DISPLAY FIXTURES
"ALL CONNECTIONS METAL"

Write for Copy of Our Latest Catalog and Circular on New Window Display Ideas



№ 530

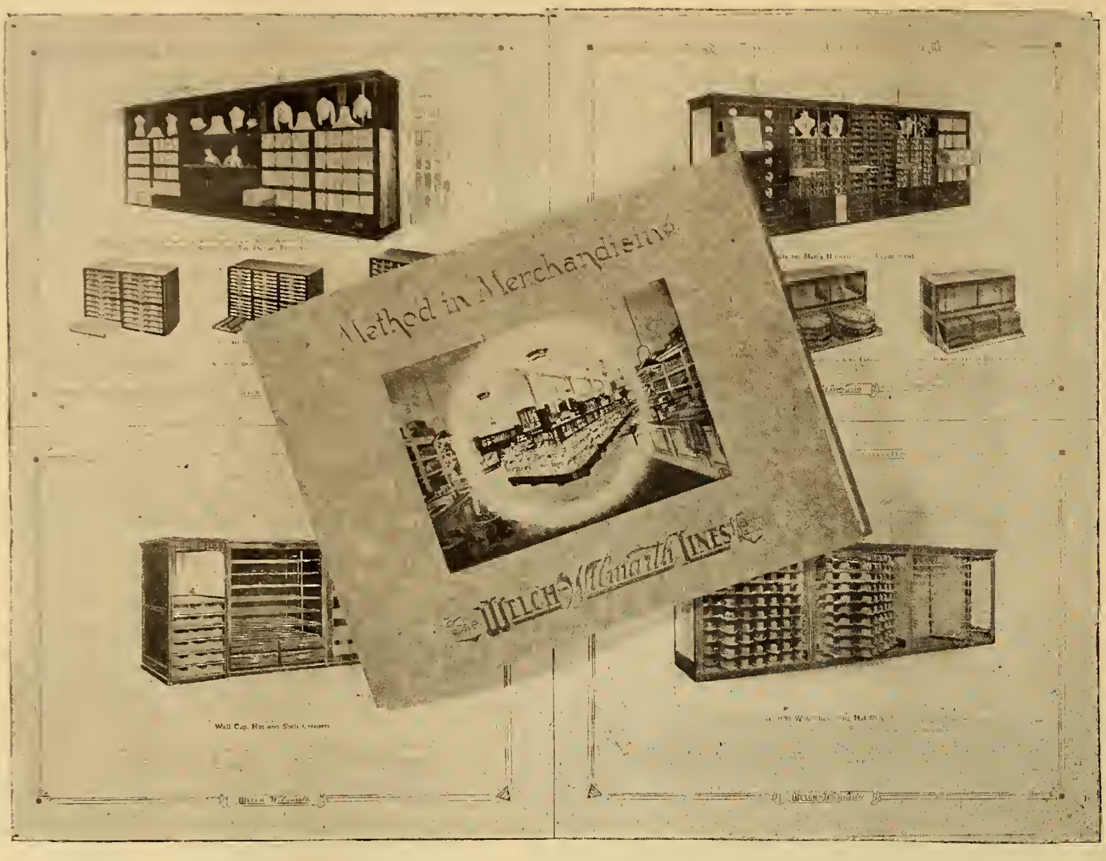
THE RACK TRIMMED WITH COLLAR AND TIES.

No. 530 Tie Rack (as illustrated with collar connection) each.................. $3.50
No. 525 Tie Rack (without collar connection), each.......................... $3.00

State Finish Wanted When Ordering

HINCHER MFG. COMPANY, of INDIANA
305-311 South Fifth Avenue CHICAGO, ILL.

The WELCH-Wilmarth LINES of Grand Rapids



THIS IS IT!

That "Method in Merchandising" book we have been mentioning in our advertising for a month or two. It is now out, and we will be glad to send a copy to any merchant who is interested in meeting and beating the difficulties entailed by the war. It is a handsome volume, the most comprehensive book of its kind ever issued. Asking for a copy doesn't entail any obligation on your part, but it is too expensive to send broadcast, so requests for a copy must be made on your own business stationery.

Welch Manufacturing Co. **Wilmarth Show Case Co.**
7 Lyons Street GRAND RAPIDS MICH. 1524 Jefferson Ave.

CHICAGO, 233 W. Jackson Blvd. NEW YORK, 20 West 30th St. BOSTON, 21 Columbia St. ST. LOUIS, 1118 Washington Ave. PHILADELPHIA, 123 No. 13th. St. PITTSBURGH, 701 House Bldg. MINNEAPOLIS, Hennepin at Fourth. DES MOINES, 402 Court Ave. HELENA, MONT., 106 Grand Ave. ROANOKE, VA., 212-214 Terry Bldg.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLI
NUMBER 4

OCTOBER, 1917

Single Copies
Twenty-Five Cents

EMPLOYER AND EMPLOYED

Keeping A Working Force Of Competent Employes Up To Standard A Difficult Task—Wage Question Important—Changing Employes Expensive Operation

L. M. Davis

WHAT is your labor turnover? How many men and women do you find it necessary to employ each year in order to keep your working force up to standard? Why are your employees discharged? Why do they resign? If you have never compiled a record of the hiring and firing of employees, you will find it an interesting study.

Keeping a working force of competent employes up to standard has become a difficult task. Recently a well known advertising manager of a large manufacturing concern in Columbus, Ohio, after having made a thorough investigation of twenty large firms maintaining a working corps of 44,000 men, said that in order to keep this number of men at work all the time it was necessary for them to employ 77,000 new men annually. It is estimated that it costs at least $200 to place a new man on the payroll and make him familiar with the work.

An Indianapolis department store after keeping a careful record for a year, found that their labor turnover was approximately 100 per cent. The firm gives employment to almost 1,000 persons—so nearly 1,000 that this figure will be used for easy example, and in 1916 this firm employed 1,000 new people and put them to work. During the year 1,000 resigned or were discharged. During the year 390 persons were discharged. Eighty-seven of this number worked only three days; 67 worked only four days; and 43 worked only a week; 36 worked two weeks and 35 three weeks. Only eight worked more than nine months.

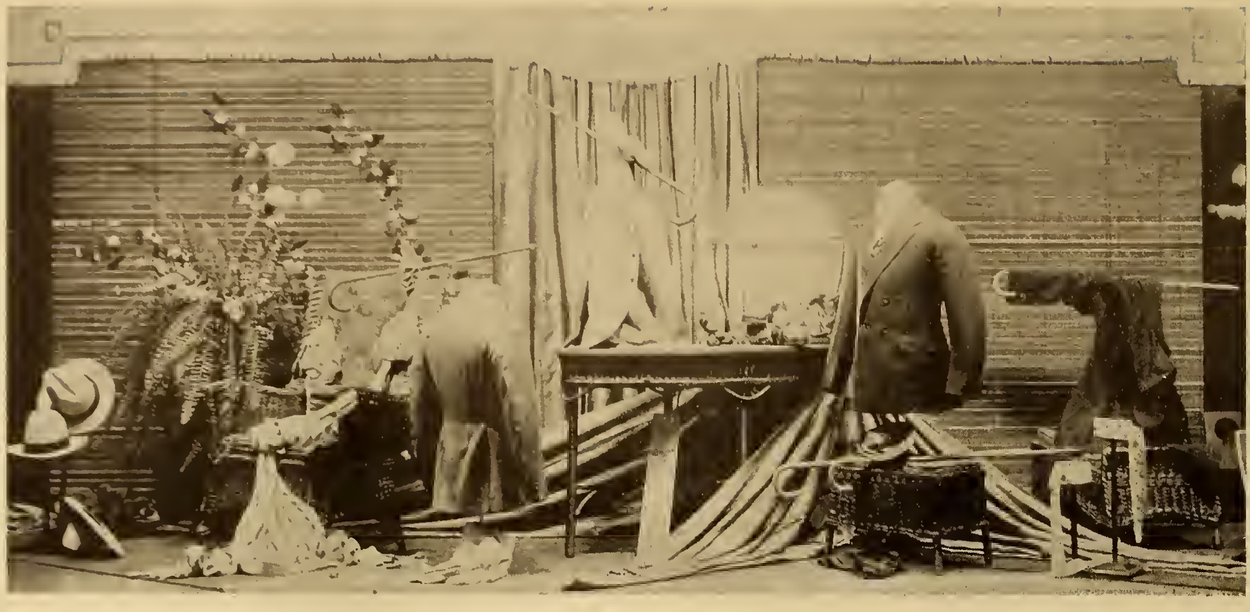
These employees were discharged principally for incompetency, 109 of them going for this reason; 75 were discharged for intemperance and 59 for laziness. Others were discharged for insubordination, reduction of force, etc.

During the year 690 employees left the establishment voluntarily. Of this number 120 left before they had worked a week; 189 left before they had worked a month, and only 25 remained longer than nine months. Eigthy-seven left because they obtained better positions; 74 left the city; 46 died; 70 left because of sickness; 62 simply said they were dissatisfied and gave no further reason; 52 women married; 121 gave no excuse for leaving; 19 had home reasons and 11 returned to school.

The question of wage plays an important part in keeping employees. Every employee is seeking an opportunity to better himself, and when that opportunity comes he usually takes advantage of it. An employer should know what an adequate wage means in his community and he should pay it. Employers of course cannot pay a wage that is not earned by the employee. but if it is known that an employer will pay all an employee earns there will be a greater incentive for the latter to do his level best all the time.

Many of the larger firms of the country have found it to their advantage to take away from the department managers the right to hire and discharge—especially is the right to discharge taken away from department managers and vested solely in a board of appeal. When the manager rules that an employee should go he notifies the employee that he (the manager) is going to submit his case to the board. If the employee thinks he has not had a fair deal he can present his case to the board. In many instances where a man fails to make good in one department he is transferred to another and sometimes even to the third and fourth departments. If a man is doing his best it is seldom that the big firms discharge him. They feel it their duty to find a place where he will fit.

Many employees fail to make good and are discharged by many firms for two reasons, principally. One of these reasons is that the employee in his eagerness to earn more money over-rates himself, and gets into a position he is not qualified to hold. The other reason is that employers often fail to give a new man an opportunity to "find" himself. Some men can go into a new position, take right

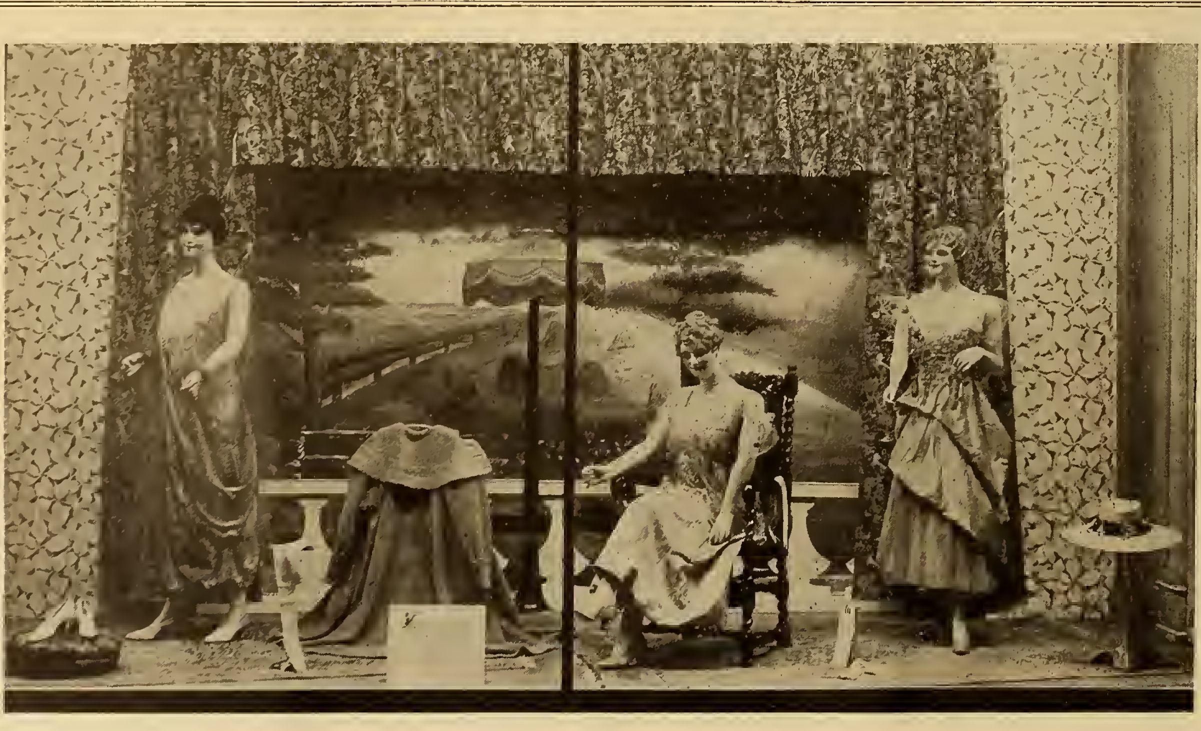


MEN'S WEAR DISPLAY BY CLAUDE E. WILSON FOR GOLDBERG'S, PHOENIX, ARIZONA.

hold as though they had worked there all their lives and never hesitate a moment. Others become nervous and fail to do the very things they have been doing successfully for years.

Employers also are making an effort to get closer to their employees, to learn their likes and dislikes, and to know when they are and when they are not satisfied. Changing employees is an expensive operation, and it is good to know that the time is drawing near when petty differences between employer and employee is considered sufficient cause for dismissal.

Plans that fit in well with big business can usually be adapted to the smaller businesses by a little rearranging. Many of the larger firms have adopted the profit sharing plan and this looks like the real solution of the differences that have so long existed between capital and labor. In fact it looks like the only solution. If a plan can be worked out by the small dealer or manufacturer to share profits after taking out a reasonable interest charge on the capital invested, and pay a per cent of the net to employees who remain throughout the year it will mean a better showing for the labor turnover.



DISPLAY BY WM. C. KNODERER FOR BON-TON DEPARTMENT STORE, YORK, PA.

HOW IT IS DONE

Carl W. Ahlroth, Columbus, Ohio, Demonstrating Before The National Clothiers Convention, Held At Chicago, Tells How To Properly Handle Displays Of Men's Clothing

I AM going to demonstrate how to place a modern trade pulling window display of men's clothing, and as I go through the different stages of handling the merchandise, will explain how each detail is worked out.

The first important step is pressing the suit; some decorators press creases in sleeves of coats, and others do not. I never press a crease in a sleeve. I have the lapels pressed to make a nice roll, and leave coat unbuttoned, unless it is of the novelty one-button style, or the belt around—then I button one button and belt. Do not wait thirty minutes before closing time, or the time you want your window decorated. If you want garments pressed in first-class condition, you cannot get them pressed properly unless you give the presser time. Send your clothes to the shop the day before you expect to change your display, and then they will have time to press them properly, and the garments will have time to dry.

Padding the coat is a very important item in producing attractive displays. Your aim is to make a coat look as well displayed in the show window as it should look on a customer, and you surely could not sell a coat full of wrinkles. Some merchants say that it looks stiff to pad a coat; this argument does not hold good because the best stores in the world pay decorators enormous salaries to trim beautiful clothing displays, and these top-notchers pad their coats. I use tissue paper in padding a coat—from two to three sheets for each sleeve; fill top of sleeve or shoulder with a sheet or half sheet and then work balance up to place from the bottom of sleeve. Press sleeve together and fill out and smoothen sleeve, tapering

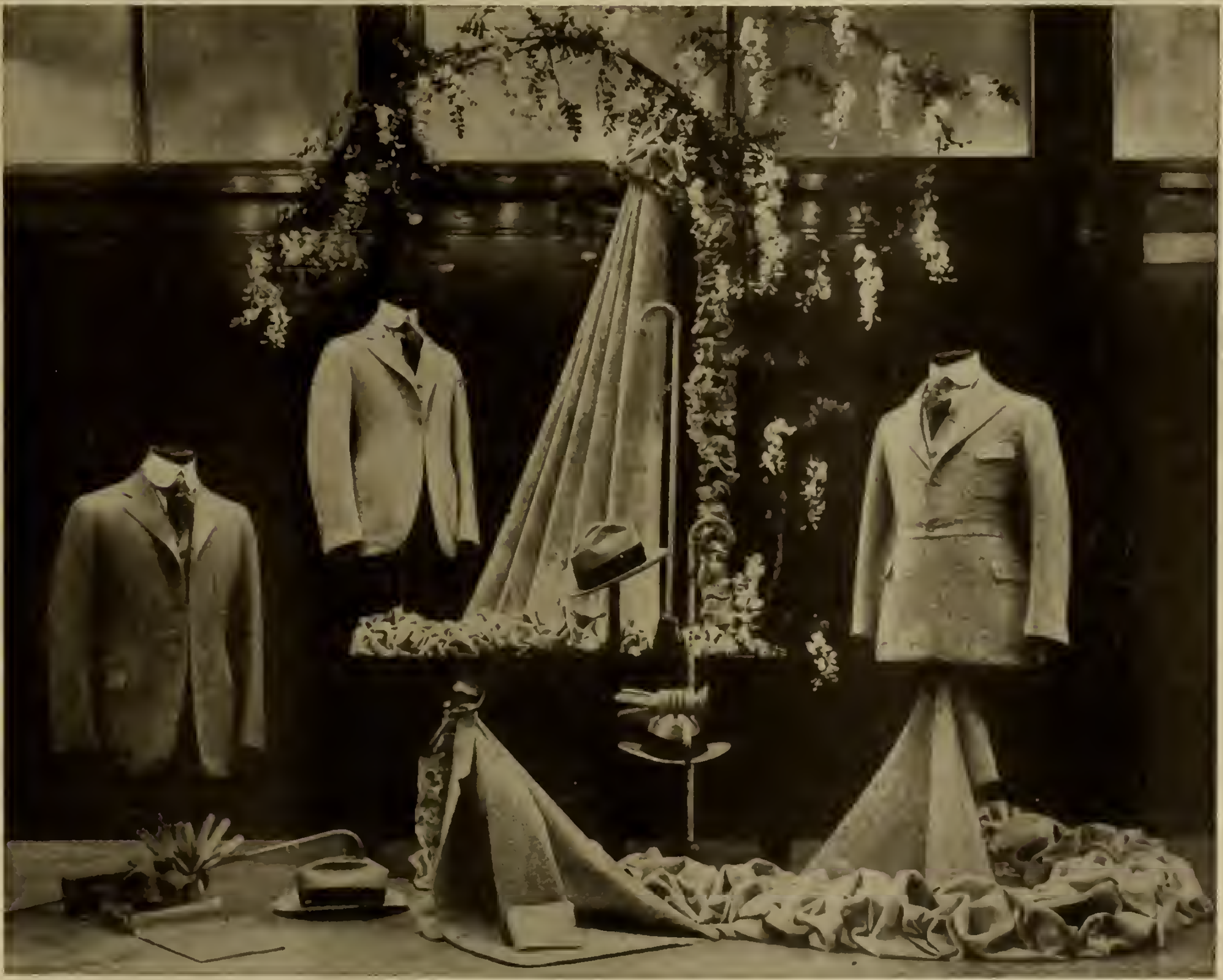


Plate No. 4382. Men's Clothing Display by Carl W. Ahlroth for Union Clothing Company, Columbus, Ohio.

This interesting reproduction shows three different styles of coats on forms, and one drape. Light tan color suits were used with ivory wisteria vine and ivory velour. Attention is called to the perfect handling of the clothing—not a wrinkle to be seen. Also the novel, artistic velour drape with vine on mahogany table. This effect was entirely new and original. It seems also that the canes and hats in the center were necessary to balance the display. This reproduction shows clearly the perfect arrangement.

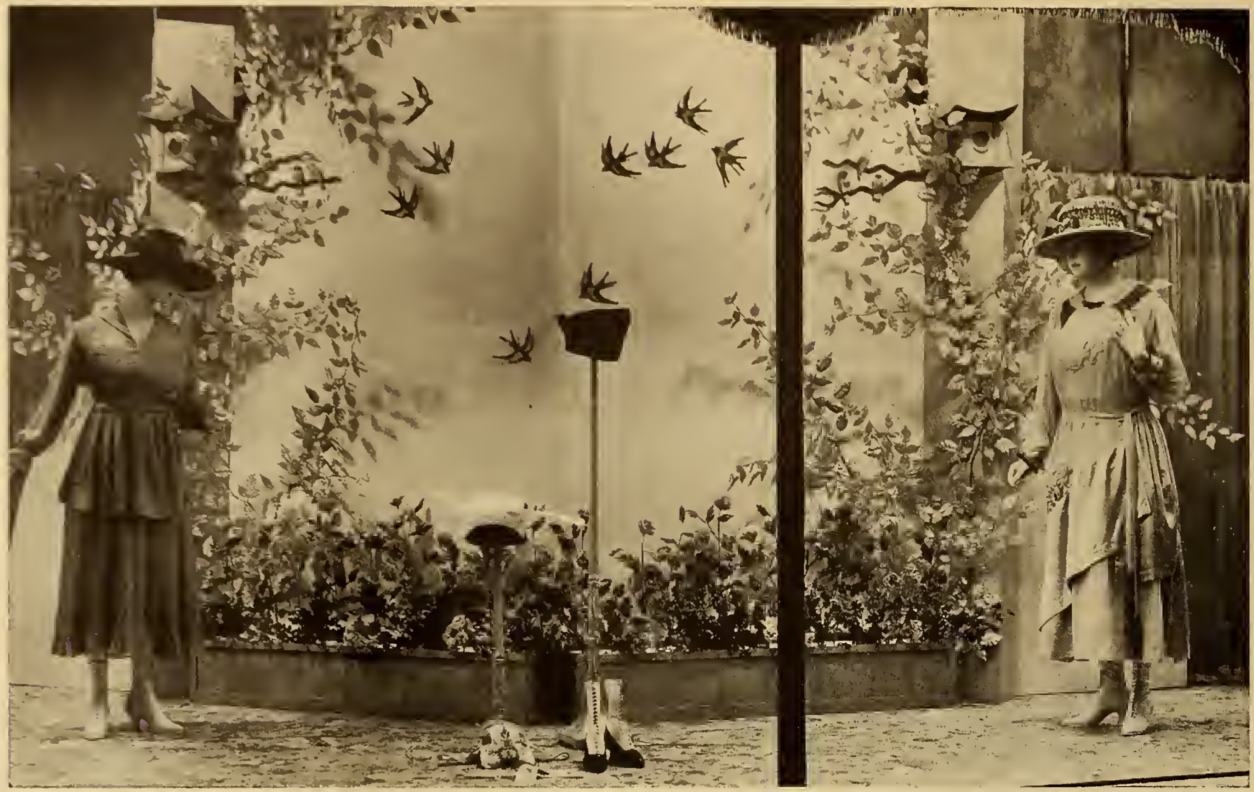


Plate No. 4383. Women's Ready-to-Wear Display by Carl W. Ahlroth for Union Company, Columbus, Ohio.

The back ground circle of light blue represented the sky, and birds were shown flying in space. All foliage and flowers were in delicate tones of blue. The bird houses on the stone posts were grey and the flower boxes were also finished in this tone. Small branches extended from the bird houses. The floor was of grey marble blocks and drapes of light blue georgette crepe were placed at each side of window in order to cover mirrors.

from top to cuff. Do not make your sleeve look like a ham by bulging out in the middle, or having it too round.

There are different ways of draping a coat. The practical and important ways are showing side, side and back, silk lining and back of coat. Putting coat on form properly is a very important thing; coat form should have shirt, collar and tie to display coat to advantage. Pull out the tie, as getting away from the stiffness gives it more of an artistic appearance.

I use soft cuff shirts on forms and pin cuffs across back so I can pad sleeves of coat properly without having sleeves of shirt to bother with. See that vest fits center of form, also coat, and that lapels and bottom of coat are even, then pad the sleeves and bring lapels together for neat effect.

There are various ways of showing trousers. Tee stand drapes, goat stand drapes, table drapes, and drapes from coat forms are the best everyday drapes for trousers. The table drape by showing one leg of trouser, is the most practical of all these drapes, as it shows the trouser leg as it is worn.

Simple settings; a little touch of some decoration to take the plain appearance from stationary back grounds, such as set pieces, velours, flowers, cases, velour drapes from tables, hat stands, suit stands, collar stands, backgrounds, etc. These are the simple settings that can be used by anybody without extra expense and adds greatly to your trims, giving you practically the same effect as though you spent a large amount of money for elaborate settings.

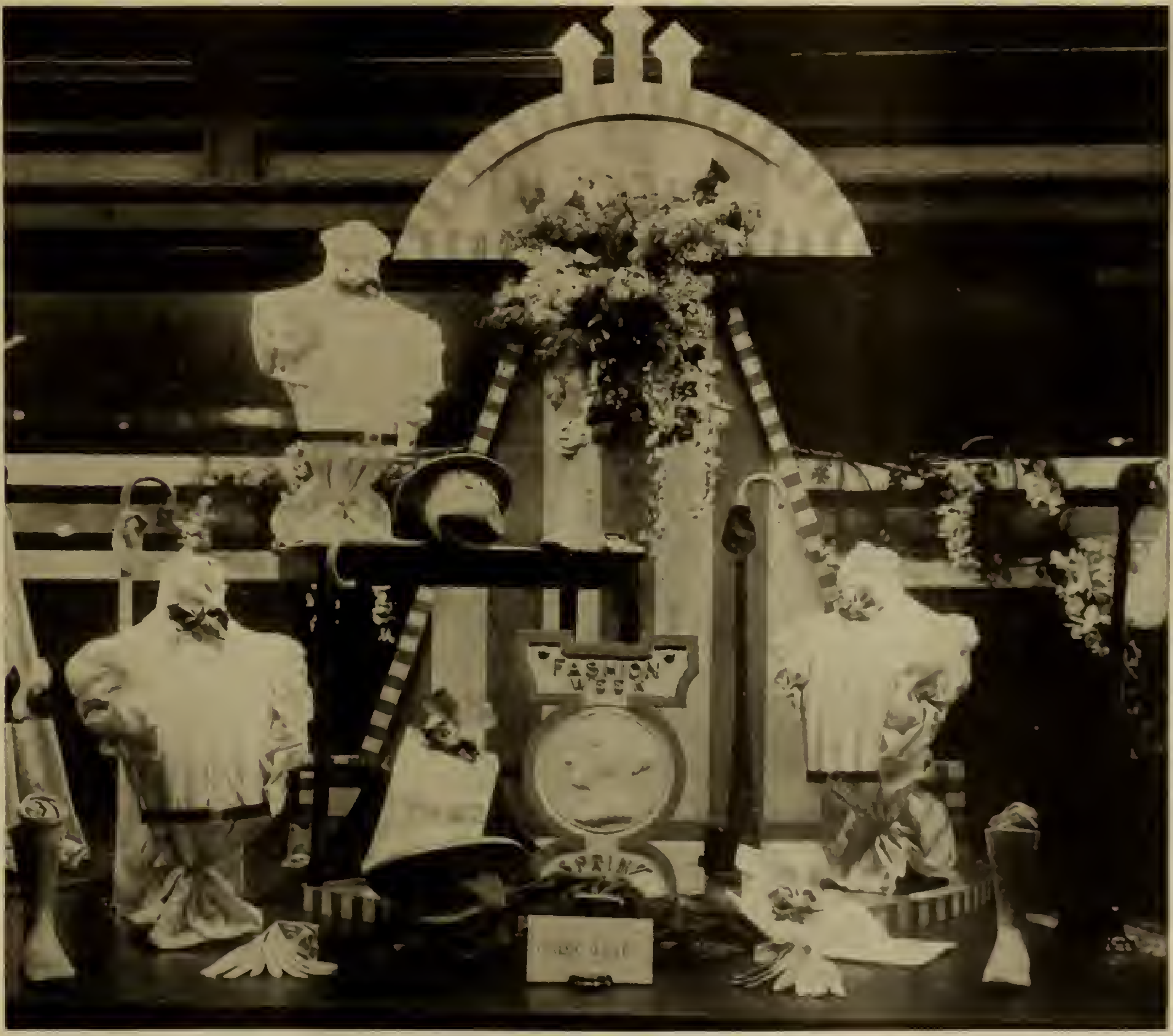
Merchandise trim of three suits. This trim consists of coat form, suit draped on table and coat draped on floor, also trousers draped, hat unit, gloves, canes, etc., to complete the trim.

Price tickets should be small and neat. If garments are all one price it is not necessary to put a descriptive card in front of display and also small individual price tickets on each garment. The ticket in front of trim is enough if it bears the description and price of garments displayed. Too many cards cheapen the merchandise and spoil a good window. Use small, neat cards,—they can be read as well as a large one, and they do not cover up the merchandise and cheapen your store. If your garment has a silk lining place a small ticket marked "Silk Lined" on garment. I have noticed all merchants I have every worked for want this done. Our largest and finest stores do not use price tickets in windows, while the medium and cheaper classes use cards very extensively. So you can draw your own conclusion in this matter.

Now, we have a complete display—everything in place and all ready for the public. You will notice the merchandise is shown clear up against the background and every garment stands out at its best. No suits shown in front of the ones in the back, so you would have to stretch your neck to see each garment. Every article counts for a display and at one glance you can see the whole display. That is what you pay a decorator for, and these trims bring more result than over-crowded displays; it gives your shop more dignity and gives your merchandise a more superior appearance than if they were placed carelessly in your window in a wrinkled condition.

Value of contrasts in color combinations is something I want to mention, as this is a very important item in display work. Use light colored merchandise for dark backgrounds, and dark colored merchandise with light backgrounds. The best way to overcome the difficulties of a stationary background is to have interchangeable panels—one side being light and one side dark. In using velours for dark merchandise, choose such colors as ivory, gray, white and gold; and for light-colored merchandise use such colors as purple, green, red and blue. These contrasts are pleasing and attract the eye, which causes attention to the merchandise. This is all we are striving for in our profession, because if we attract the attention of the public to merchandise in which they are interested it usually means a customer.

Another thing I would like to explain is this: I have heard that some merchants think that by his displayman attending the conventions of the displaymen they come back discouraged and ready to look for another position. Now, then, speaking as man to man, I would like to say, that if these merchants tried to give their men a little chance, say to have complete charge of the windows, such as picking the merchandise and decorating the windows themselves without undue interference, also an annual allowance of a fixed sum, so as to make the man feel that he was responsible for his department, and not a porter or someone that had to be told how to do everything, you would be surprised at the interest your man would put in his work and you would get results. That is the reason why men come back discouraged from the convention; because they mingle and exchange views with



DISPLAY BY HARRY W. HOILE FOR LOVEMAN, JOSEPH & LOEB, BIRMINGHAM, ALABAMA.

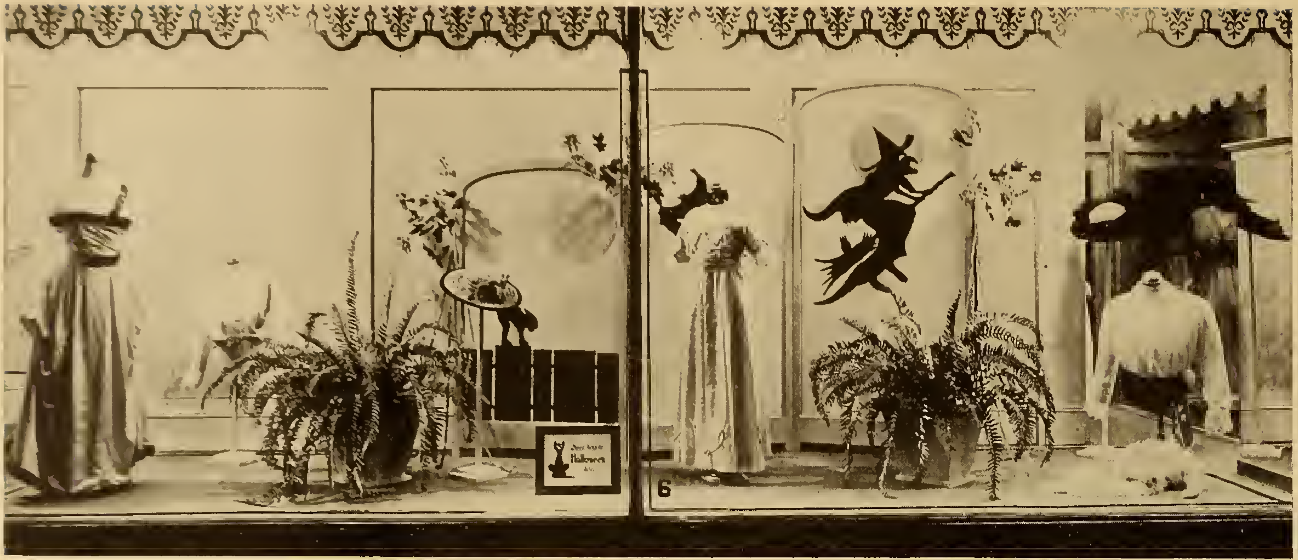


Plate No. 4384. Hallowe'en Display by L. A. McMullen for Eastern Outfitting Company, Portland, Oregon.

This very attractive window was a big drawing card and crowds were continually gathered in front of it. The colors used were yellow and black, with a three-fold yellow screen. Different subjects were painted in black on the panels, thus forming an attractive background. Two large boxes filled with green ferns added much to the attractiveness of the display. The merchandise was nicely arranged and a single card appeared in the center.

the world's top-notchers who had complete charge of their windows and who produced results, whereas the former had absolutely no authority whatsoever, but followed from day to day the same routine, the same struggle to get a little appropriation for an opening display or for something special. Many a good man who is a genius in our profession never had a chance to show what he could do, because the boss makes the windows, and all the displayman does is what he is told to do, and consequently the store never gets real window results. If your man can't produce when given a chance, he is no displayman and is not worthy of the profession; but try and give him a chance and you will be more than rewarded. Then you will have no complaint against our Organization, which has put the displayman on an equal plane with the advertising man and has brought the displayman's profession up to the equal of any in the world, and has made the show window the most important branch of a retail store's success. It is the displaymen that originate the beautiful, modern window displays that arouse admiration and comment throughout the world.

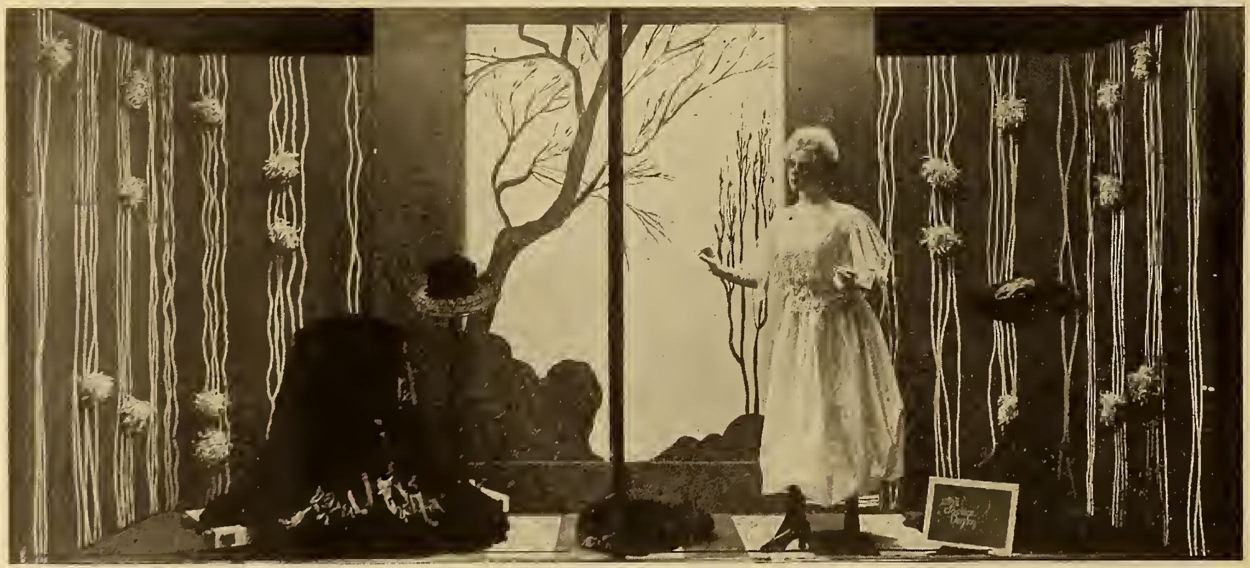


Plate No. 4385. Display by L. A. McMullen for Eastern Outfitting Co., Portland, Oregon.

This window done in black and yellow made an exceptionally striking effect. The side panels were in black striped with yellow, with decorations of yellow chrysanthemums. The center panel was finished with a background of yellow with trees in black. The floor was covered with composition board and was black with yellow stripes running through. The merchandise shown conformed in color to the setting. A black card with yellow border and yellow lettering was placed at the extreme left of window.

NOTES FROM NEW YORK

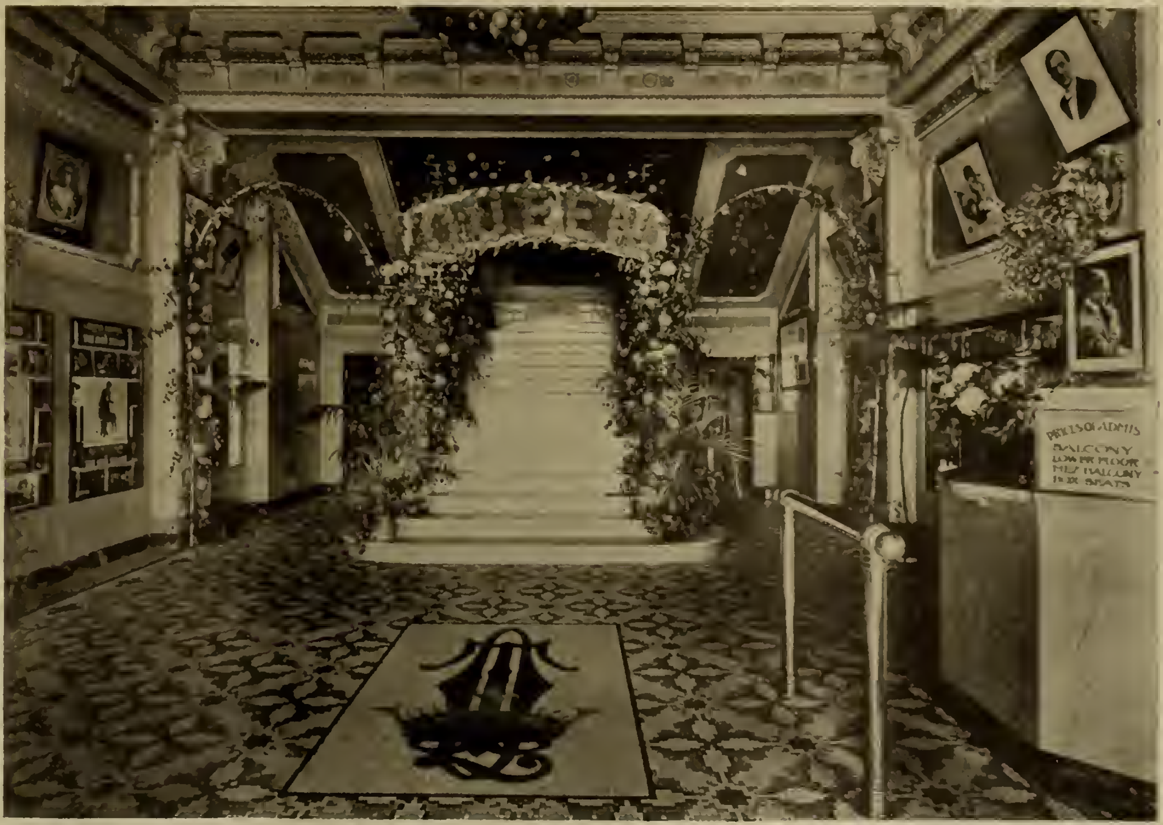
Discuss Plans For Next Convention Of I. A. D. M. "Promenade de Toilettes" To Feature At Gimbel's—Altman's Beautiful Windows—Elevator Girls At Greenhut's—Recent Displays Of Interest

F. F. Purdy

THE Store Equipment Manufacturers' Association held a meeting, the first of the fall, early last month, following the St. Louis convention, where matters were informally discussed and ideas for next year's convention were outlined. The results of the August convention were favorably commented on, and it was the desire, expressed by all, to do the utmost to make the convention of 1918 the biggest and best in the history of the I. A. D. M. The desire is to interest the display managers of the East particularly in their national organization, and to secure a big attendance from the East, as well as from the West. There was a full turn-out of the members of the store equipment manufacturers at the meeting and appreciation was expressed, among other things, of the co-operation of the members of St. Louis, and also of Charlestown, W. Va., in securing the next year's convention for New York. Provision was made for the appointment of a committee to take charge of the arrangements for the convention, and a further meeting will be held early this month to take more detailed action regarding these arrangements.

EGYPTIAN MOTIFS FEATURE

Egypt had the center of the stage at Lord & Taylor's the week of September 17, in an exhibit that reflected high credit on Display Manager Rossiter. All the front windows, the corner window and next one down 38th street were devoted to the merchandise remindful of ancient Egypt. The color schemes were in purple, cerise, blue, with touches of greens and mud colored browns. At back of each of the four main windows was a long, high drape of two contrasting fabrics, one plain, the other with Egyptian motifs, that were used in the fabrics of the two gowns on the rug in center of window. One of the drapes of gowns was upon a figure without use of head, the other one being with wax figure. The drapes were of the boudoir styles usually credited to the Egyptians, the fabrics having well recognized motifs, and the peacock feather fans being in evidence. One window had a pyramid in its center, covered with a fabric unusually full of Egyptian motifs. About the windows were Egyptian scarfs, shawls, bags, etc., and two or three volumes were seen opened at fine color plate illustrations of things Egyptian. The whole showing was a notable one, that was bound to create



LOBBY DISPLAY BY JACK RALSTON, DISPLAY MANAGER FOR LEVY BROS, HOUSTON, TEXAS.

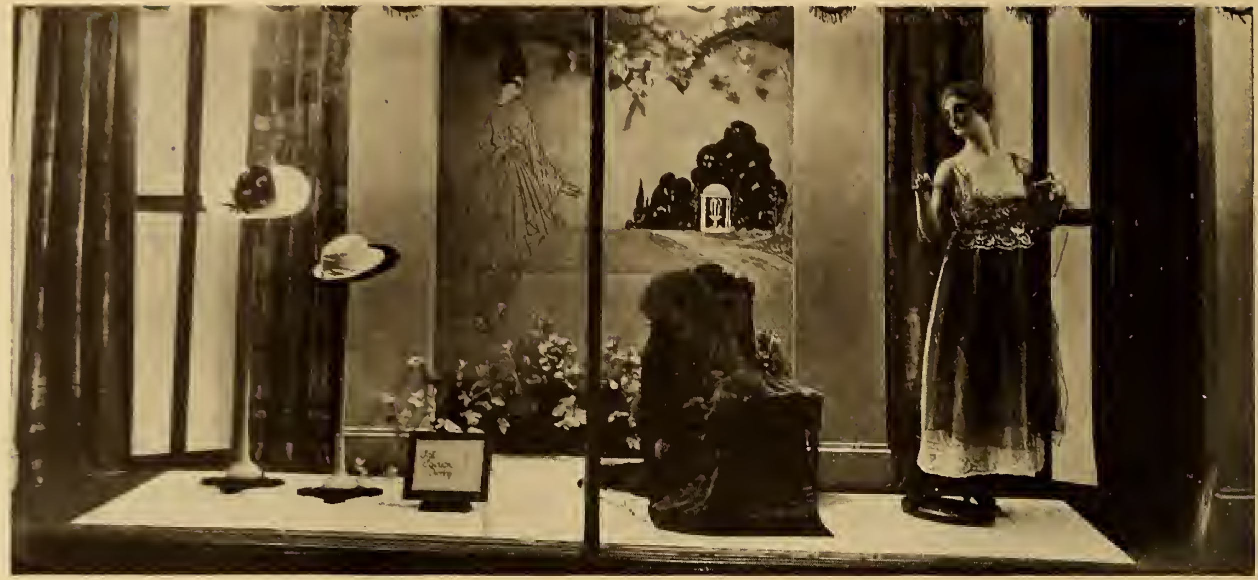


Plate No. 4386. Display of Evening Apparel by L. A. McMullen for Eastern Outfitting Co., Portland, Oregon.

This display was made midst a setting of gold and black. Four columns were used in the background, and between these columns gold plush was used for drapes. These drapes were finished at the bottom with black braid. The center panel was done in gold and black, while the floor was done in gold blocks with a stencil design appearing on each block. Gold poppies and foliage formed the decorations. Merchandise shown was black.

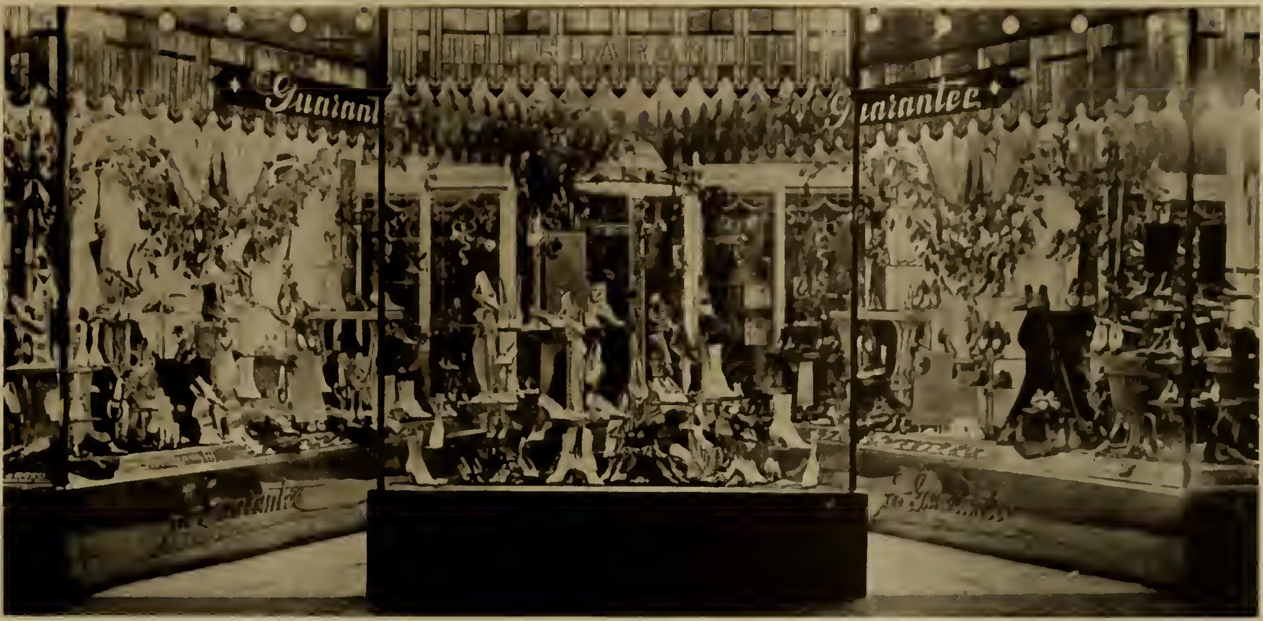
a great deal of talk, and which may have more or less influence of some duration on dress styles of the many who inspected them.

As to the permanency of an Egyptian vogue, there would be of course a question, as in the case of other styles that have been strongly featured by other houses, mainly as "prestige advertising." Some of the Egyptian drapes shown would seem to be too suggestive to go far with American women, with their reminders of the Nautch girls, etc., though it must be said that some of the drapes are suited to any conservative and fastidious woman. One window, by the way, contained two fixtures, one at each side, in the shape of the outlined silhouette of a girl of Egypt, in colors, with outstretched arm, over which appropriate fabrics were displayed.

"PROMENADE DE TOILETTES"

As usual, the "Promenade de Toilettes" will be held at Gimbel's, marking the opening of the season. This time it will be, as nearly as can be forecast at this writing, October 3 or 4. The lay-out of the eighth floor, which will house the display as formerly, will be taken from the show that has been running for a long time in London, "Chu Chin Chow," and which comes to New York this fall, to run at the Man-

AN OPENING WINDOW OF THE J. L. HUDSON COMPANY, DETROIT, MICHIGAN.



SHOE DISPLAY BY VERN CARSON FOR GUARANTEE SHOE CO., SAN ANTONIO, TEXAS.

hattan Opera House. "Chu Chin Chow" is a dramatic version of "The Forty Thieves," done into light opera. The scene is laid in Bagdad, the decorations being mainly Persian, with Chinese influence, for be it known, the Chinese prince in the play comes to Bagdad with his retinue and thus there is naturally considerable of a Chinese touch to things. French costumes will be shown, some of them having a touch of Chinese influence, and with an occasional Chinese motif. Display Manager A. D. Hopkins has successfully put on a number of these events during his incumbency at Gimbel's the past three years.

The middle of last month B. Altman & Co. closed their advance showing of gowns to the dressmakers and others, half of the large fifth floor being taken for this, and the Paris gowns were shown on platforms neatly and effectively arranged by Mr. Ellis. Some exquisite models were shown, lace and tinsel (especially in the coats) being prominent in connection with the handsome silks. It appears that the Altman store, to which a great addition was made but a few years ago, is now showing many signs of being inadequate in size. To gain space the men's clothing, etc., has been moved to the sixth floor from the main floor, whereas on the main floor the leather goods and stationery departments, still maintained there, have been about doubled in size. The handsome drapes of Mr. Frankenthal are strongly in evidence and form a strong attraction. He has the choicest materials in the world to work with and he gets the results from

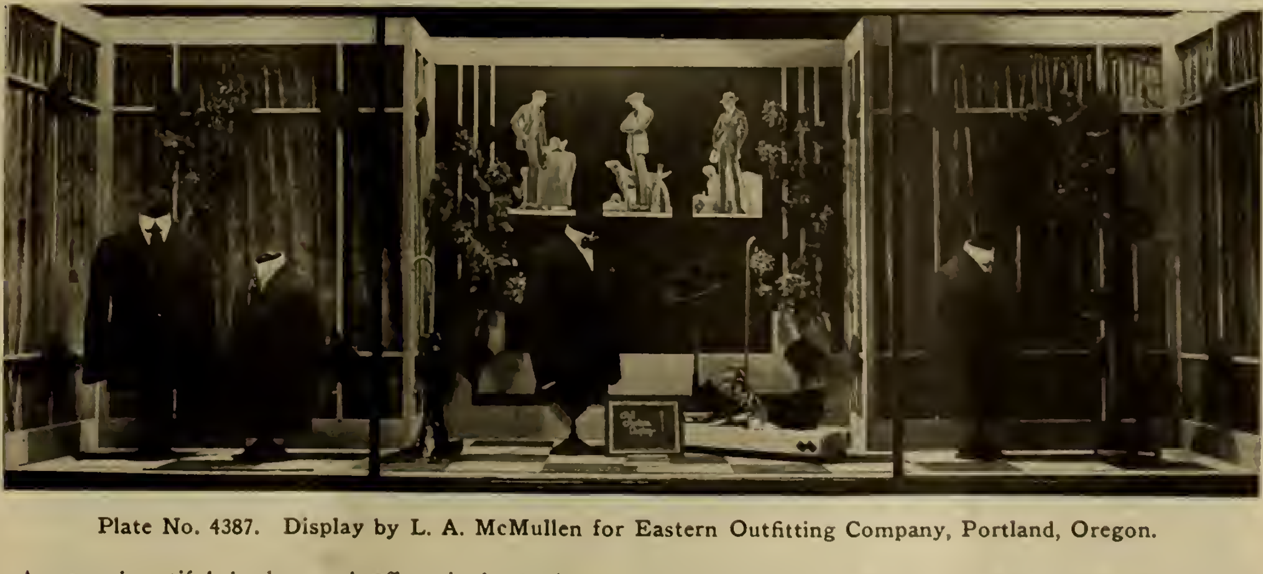


Plate No. 4387. Display by L. A. McMullen for Eastern Outfitting Company, Portland, Oregon.

A very beautiful background effect is here shown and the complete display was in perfect harmony. The woodwork was finished in a light shade of green, and dark green plush was draped on the back. The diamond shaped blocks about the background were black, and the center panel was black with yellow chrysanthemums. The floor was done in black and green. The cutouts in center panel were used to good effect.

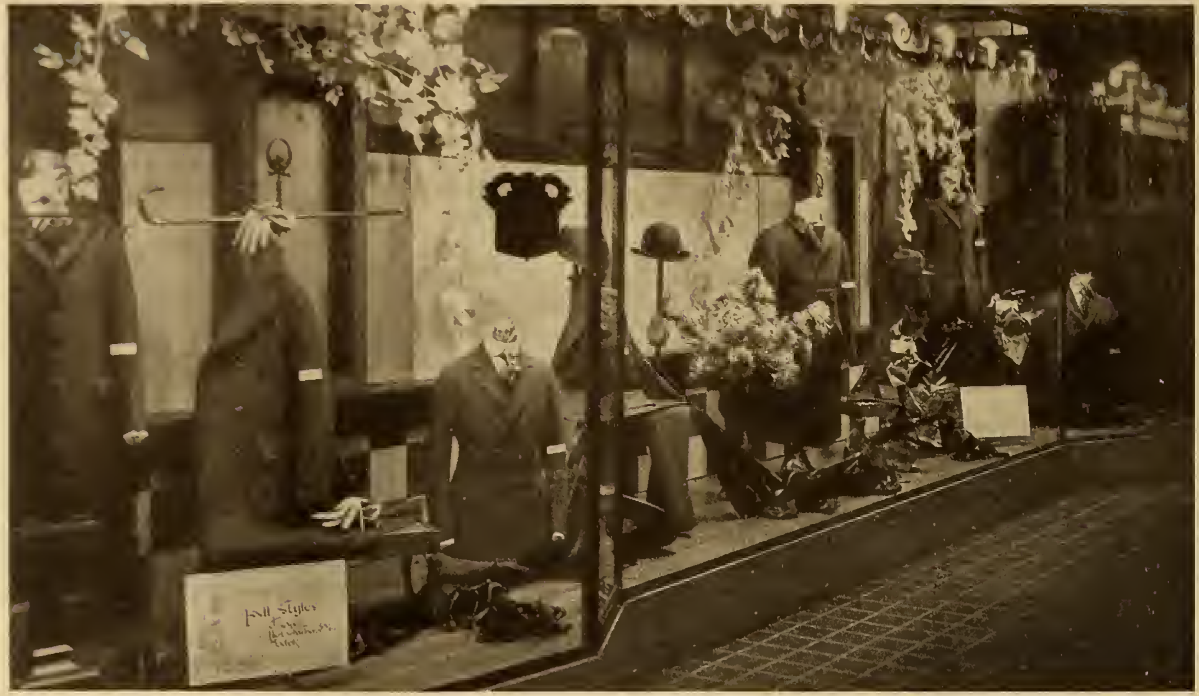


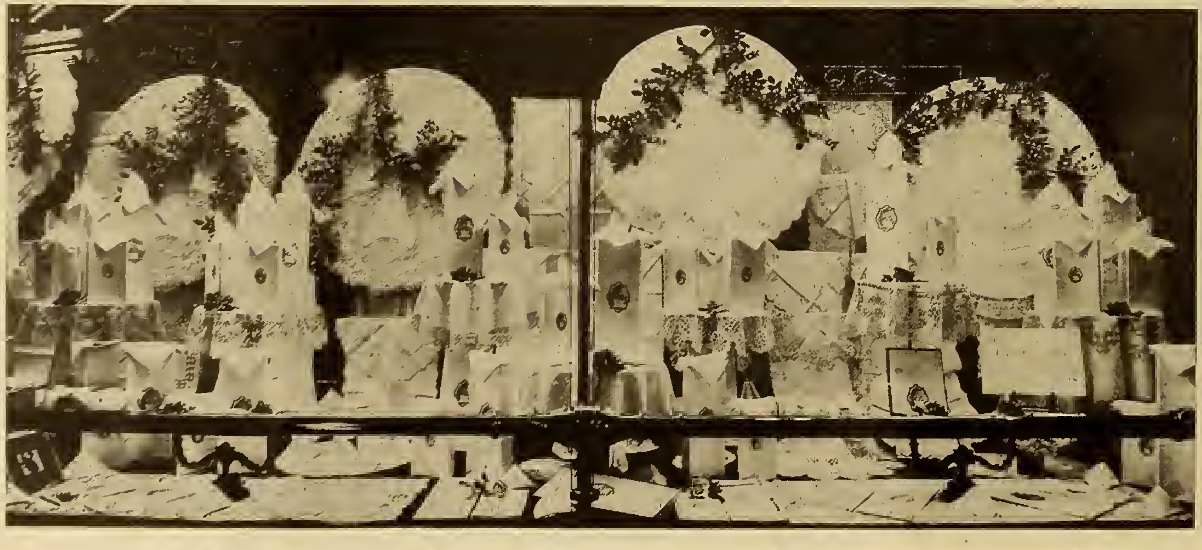
Plate No. 4388. Fall Style Display by Lawrence Hood for Freundlich & Co., Mansfield, Ohio.

The entire setting of this window was in two shades of blue, Chinese and colbat. The foliage was long grape sprays, and in order to carry out the color scheme white sprays were obtained and then airbrushed to the desired shades. The panel in the center was a beautiful Fall scene done in blue. A large Chinese blue vase filled with large chrysanthemums gave just the autumn touch. The show cards were of white mat board, airbrushed in two shades of blue and lettered in black. The merchandise was shown to excellent advantage.

them. In two show cases in the center of the store, at this writing, are two models that he draped—just one in a window, of the choicest brocades and trimmings, that are, we believe, the best things he has done in his long and active experience.

BIG BUSINESS AT ALTMAN'S

Business at Altman's, we understand, has started in finely this fall, and this may be said of others of the leading stores. Conditions are favorable for the spending of money, there is plenty of it around, with the billions that are being put out, much of it into new channels, and the sky is the limit for quality. Every one of our department stores is paying more for help, which is scarce, as well as all kinds of labor, and with the advances in prices of materials of all kinds, all the stores are getting materially higher prices for goods than a year ago. The necessity is recognized by the people, who are willing and able to pay fair prices.



THANKSGIVING DISPLAY BY WILLIAN BUTEMENT FOR FORBES & WALLACE, SPRINGFIELD, MASS.

LINEN DISPLAY BY GEORGE J. MELLERT FOR FRIES & SCHUELE CO., CLEVELAND, OHIO

Macy's is another store that is cramped for room, and provision has been made for a seventeen-story addition that will make it the tallest store in town. It will front 47 feet on Thirty-fifth street, with depth of nearly 200 feet, and all the floors will be used to expand the selling space in all existing departments and to provide more storage space. The present building is ten stories high. Additional passenger and freight elevators will be installed, and the addition will provide 170,000 extra square feet for selling space and storage.

There has been talk of the use of women to run the elevators in some of the prominent down-town buildings, because of the shortage of labor, and there need have been no surprise when the elevators of The Greenhut Co., last month, were found to be in charge of girls, trimly gowned in near-khaki, and doing the business in fine, courteous, intelligent style. Yet there was pleased surprise all round, and general comment that there was nothing lost. The innovation had a good effect, and the Greenhut people say that in the short time the girls have been on duty they can say

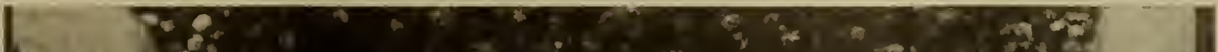


Plate No. 4389. Display by E. F. Swank for Louis Bischof, Crawfordsville, Indiana.

The background of this window was mahogany. The pilasters were trimmed with large aster vines working up over the back. On each side of the French door was a flower box filled with natural fern leaves. Looking out through the door was a beautiful painting. The floor was covered with green felt. The pedestals and fixtures in this window were mahogany and brass. In this window was shown men's furnishings.

at least that the service is equally good with that preceding. Where the doors run easily, and there is no physical impediment, girls for the elevators would appear to be a proposition worth a trial in many places.

Next season, it is predicted, all-wool suits will be "out of it." Consolation is found, however, in the reflection that an admixture of cotton is really an improvement in some ways, especially in aiding trousers to hold their shape far better than in the case of all-wool garments.

MR DEVAUSNEY'S WINDOWS

Charlie Devausney continues that series of educational windows at Namm's in Brooklyn, that long and somewhat narrow stretch of windows between two arcades. In mid-September the exhibit was a "Department of Agriculture" affair, and a woman could study it profitably for fifteen minutes, with the woman model, in proper kitchen attire, canning fruit on a table, one at one side, the other fronting the second arcade. Then down the line, on either side, were photos of interiors of canning plants, conveniences and necessities for canning, exhibits and charts of fruit, and a mass of well-arranged displays not only striking, but from which a great deal of valuable information could be obtained. Included were exhibits of many things the government could supply, and in which the public was much interested. It is quite remarkable how Mr. Devausney keeps up this series, with always something of strong interest that catches the public eye. Namm merchandise may be present in some cases, or always, to an extent, but the drawing power of these windows lies in the importance of the general subject to the public.

Many times large and unwieldy exhibits have to be secured and brought to the store and installed, but the work is always well done. The continuance of this kind of window display is making for a different feeling on the part of many shoppers to Namm's who are putting out timely and telling shows in just what the people are interested in at the time. Mr. Devausney is on the alert along this line. Where he gets the inspiration for so many strong stunts is hard to say, and his attitude is a perpetual interrogation point, and no trouble is too great in executing an idea once it is approved.

Now, the question of a general policy of "making friends," like the foregoing may be a questionable matter with many merchants. It is undeniable that the merchandise, well displayed, in good selling windows, is the argument in most instances. The results of this different policy to what is generally ruling here will bear study and close investigation. Without prejudice, it may be said that Namm's has heretofore been regarded as a "cheap" store, full of staple goods, where the poor and humble folk sought for the elusive bargain. For some time the better grades of mer-

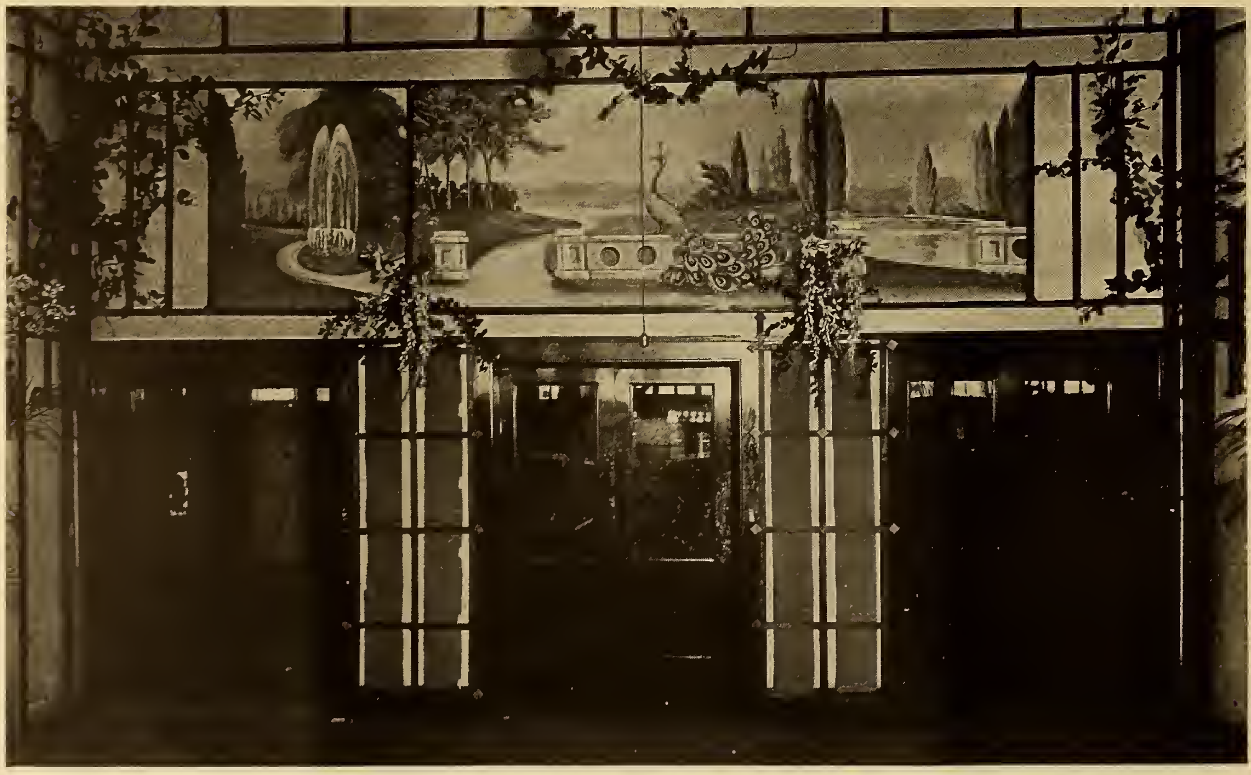
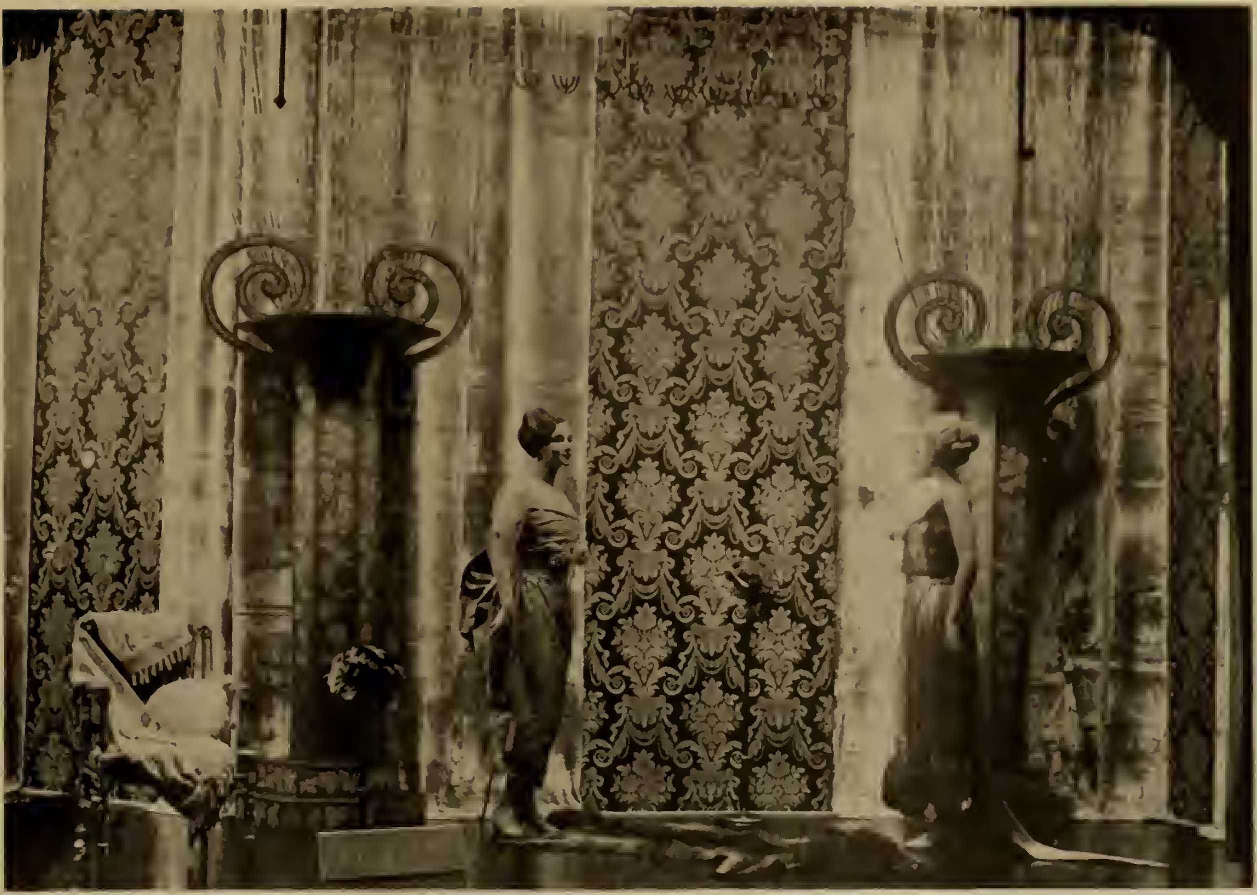


Plate No. 4390. Decoration by R. L. Paxton for W. C. Stripling, Fort Worth, Texas.

This interior decoration was placed over the elevators facing the main aisles of the store and was very attractive. The ornamental frame and lattice work was fitted around the two large round columns and over the elevator and served as a frame for the large painting which was 6x18 feet. The lattice work was stained a dark green.



OPENING DISPLAY BY ALLAN KAGEY FOR MANDEL BROTHERS, CHICAGO.

chandise have been sought to be introduced, and gradually progress is being made along this line. Here is where this policy regarding the windows comes in. It is apparently creating a new thought in the mind of the public about the store, and Charlie Devausney is taking as much interest in this development as if he owned the establishment.

GREENHUT'S "MILL END SALE"

Mr. Schmehl, at Greenhut's, was a busy man last month, with the staging and promotion of the big "Mill End Sale" that took place at that store, which may be accurately described as a howling success. It was something entirely different than New York has ever seen. After all merchandising arrangements were made Mr. Schmehl's staff started in and worked solidly for forty-eight hours to complete the installation in every particular. Not that each man was working forty-eight hours at a stretch, but the force, with eliminations and additions, kept right at it. The "motif" of the sale, if we may use the term, was a pennant of orange, of various sizes, on which the "Mill End Sale" was conspicuous. These pennants surrounded the inside of the glass of every window. They hung from the ceiling around the four walls of every floor, close together, too, and thousands of them were used, many thousands. On every floor, especially the main floor, were booths, streamers, and all kinds of decorations, all in orange, with the "Mill End Sale" idea right to the front at every point. In the center of the main floor, in front of the fountain, was a high platform, built over a stand in the big aisle, with railing around it, from which the outside promoter, who came to New York to promote the sale, addressed the crowds at all sides, at his own sweet will. At other times he went over the various floors, touring the aisles, addressing the crowds, giving them points on the merchandise at hand, and instilling into them the shopping spirit. The goods were there, of good value, the crowds were there, and the hip-hip-hurrah spirit, and the results were big. Some of the inscriptions in the orange cards in the windows may indicate the spirit of the event: "Stop, mere man on the sidewalk, pivot this way, stand in close to the window, look straight at my "mill end" prices on these suits and overcoats." Another, "Neglecting to buy hosiery in this 'mill end sale' is doing a wrong to your pocketbook." Another, "Doctors' bills for children usually come through their shoes; children's feet should be substantially shod." These placards were of course accompanying the merchandise displays alluded to.

Last month, at Best's, Mr. Trewhella came out with a neat window full of toys of French manufacture, the inscription being, "Made somewhere in France," the window being draped with French flags. A most varied assortment of toys was shown, of larger variety than would be supposed, and indicating that the French have prepared to succeed to the great market for toys that Germany has for so long enjoyed. And this is not the only competition that German toys will hereafter have. We understand that the Japanese are getting out the closest possible imitation of the German dolls that have had such a great vogue round the world. There are some supplies here for this fall and holiday trade, but the stock is yet small. Arrangements have been made for a great quantity of these goods, which will furnish an ample supply for the season of 1918.

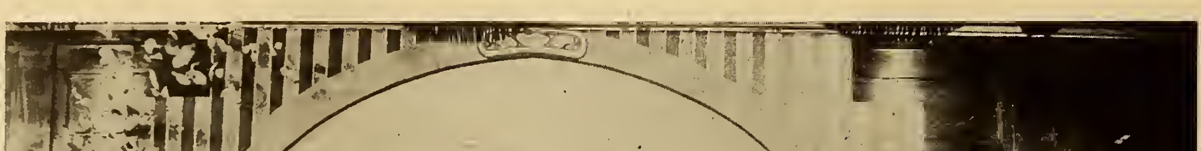
NEW BLOOMINGDALE WINDOWS

The latter part of September, Display Manager Herman Dultz, of Bloomingdale's, who had previously been using a few of his new windows in the big Bloomingdale addition, came out with a display for the first time in all of them, and added two assistants to his staff. Bloomingdale's now occupy the entire block from Third to Lexington avenues and from Fifty-ninth to Sixtieth streets. There are six stories in the addition that completes the block, with four new windows on Lexington avenue, eight on Sixtieth street, and three in the Subway of Lexington avenue, which will be opened in the not distant future. There have been four new windows cut in the old building, and now, with six assistants, Mr. Dultz takes care of the great stretch of windows on the four streets, his assistant being Simon Larkin. The first display in the new Lexington avenue windows was entirely of silks, rich brocaded quality, the evening gowns being shown on wax figures. Lexington avenue is an outlet for a far finer trade than Third avenue, and some handsome merchandise will be shown in these windows. Glass backgrounds are used in the windows, with dark and light gray woodwork, of Colonial style, with gray carpeting on the floors.

* *

TEACHES FOOD ECONOMY

THE first active step of the Food Economy Committee of the Emergency Aid, Philadelphia, Pa., was taken recently when a big Chestnut street store gave over window space. This was known as the State Food Economy Window and similar arrangements will be made throughout the state. The display consisted of dried and canned vegetables and fruits.



FALL OPENING DISPLAY BY T. GUY DUEY FOR WURZBURG'S D. G. CO., GRAND RAPIDS, MICHIGAN.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

This Department Conducted by G. Wallace Hess

ONE of the principal reasons why so many Americans fail in what they attempt is due to lack of concentration or a contempt for discipline. I have seen this in the class room and in the work room. I have had in my time, a few students in lettering who had seen military service in their native lands, and I can truthfully say I never had their equal. These men buckled right down to do what they were told, in the manner they were told—and they succeeded. They looked upon their instructor much as they did an officer, showing the effects of discipline received in service.

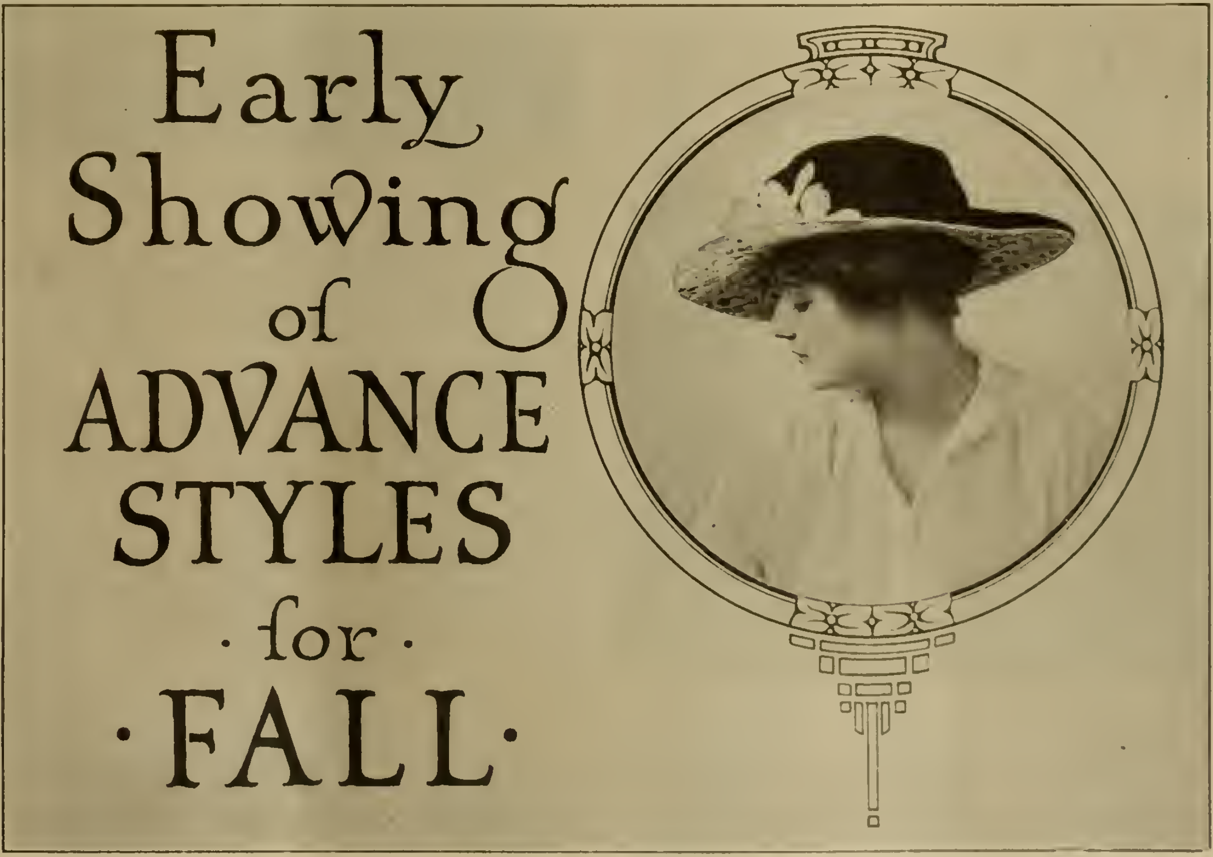
This also recalls an incident which I heard a captain on the retired list, doing special duty in Chicago, tell of a few weeks ago.

In the very early hours of night he was riding in an automobile with a brother officer near Monroe and Dearborn streets. His quick eye saw five men in uniform struggling with a fifth who was on the sidewalk and a policeman running toward the group. Jumping from the machine he gave the quick command—"ten-shun," and five men instantly stopped their free-for-all and heeded the command—the sixth was unable to.

Quickly the officer asked: "You two with this man?" "No,sir." "About-face—March—and don't look back."

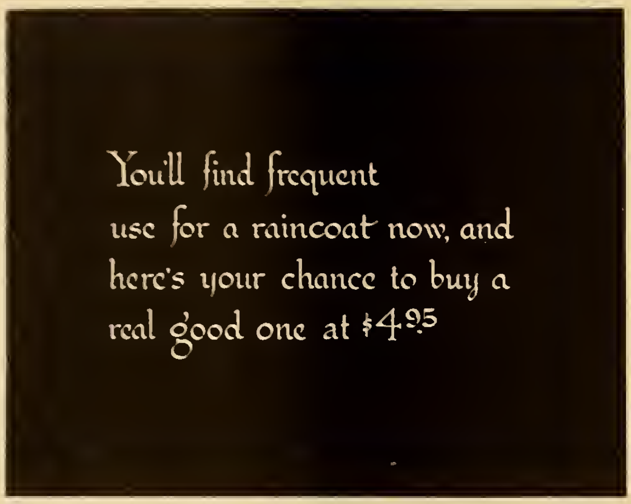
Again the same question to two others, the same answer and the same command to start in another direction. The fifth was then ordered to take the sixth to his hotel and to see that he got there—and all the policemen said was, "Well, I'll be darned."

Army discipline had saved a sextet in all probability from a night in the South Clark police station



I have asked students to draw a circle the size of a nickel—I'd get one, nearer the size of a dollar.

I've asked that the alphabets made in June and July issues be made the same height as copy with the same size pen—I've got samples made twice as high and with the same pen.

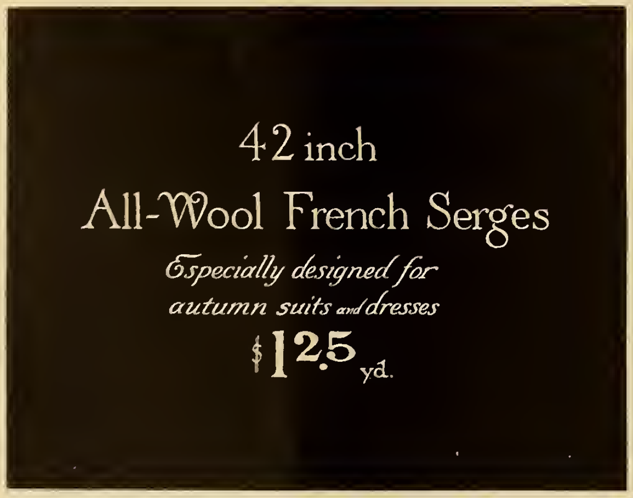


You'll find frequent use for a raincoat now, and here's your chance to buy a real good one at \$4.95

Now, if you are trying to learn a thing—no matter what it may be, follow your instructor's advice until you arrive at the stage where you know you can go ahead alone—if you haven't confidence in your instructor better take up something else.

Buckle down to work. Look at the two-pen text lower case alphabets shown here. The top one is a rounded out and connected marking type, fast of execution and readable. The second one is a squatty type of the mediaeval or engrosser's text shown in June number. Compare the two. June's is the maximum in height and this number's specimen the minimum in height for this type with a Number 2 pen.

Now I want to see how many of you can make these two lower case alphabets in a space two-and-three quarter by six-and-three-quarter inches exactly as I have it. Dashes indicate heights of letters. To the one who sends me the best specimen, mailed during October, I will give a gross of assorted text pens. One specimen only from each. Bond paper is good for practice—ledger better still. I'll allow you a length of seven inches and you must get each and every letter in those three lines in a space not wider than seven inches. You may make fifty to do that—*but* if you do, you will have learned something.



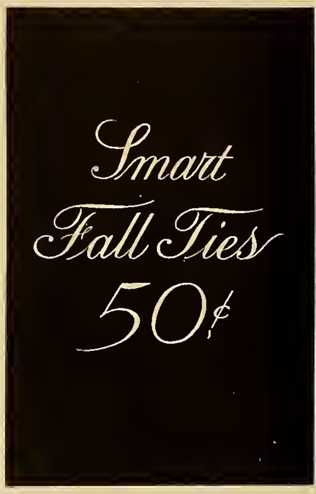
42 inch

All-Wool French Serges

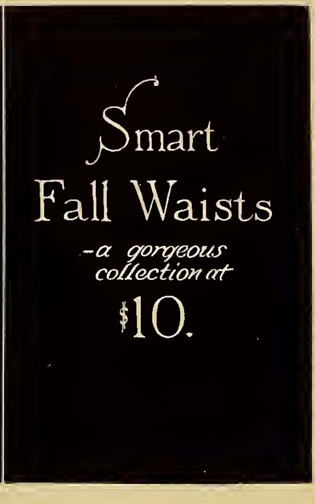
Especially designed for autumn suits and dresses

\$1.25 yd.

I have often been ridiculed for using a "T" square. It never bothered me a particle. I have never attended an art school, though I have walked past the Art Institute a few times. What little I know has been learned by hard work—and yet, a man who is at the head of one of the largest designing establishments in Chicago, who has scores of artists who have attended art schools for years working for him, said to me a short time ago: "Hess, when you were at Mandel's I used to take drawings in to you where the price had to be changed or inserted in a hurry and you would do in five minutes what it would take our men an hour to do and do it as well as far as the average person could see. What will you charge us to come over and show our men how you do it, the pens you use, etc."



Smart Fall Ties 50¢



Smart Fall Waists

—a gorgeous collection at

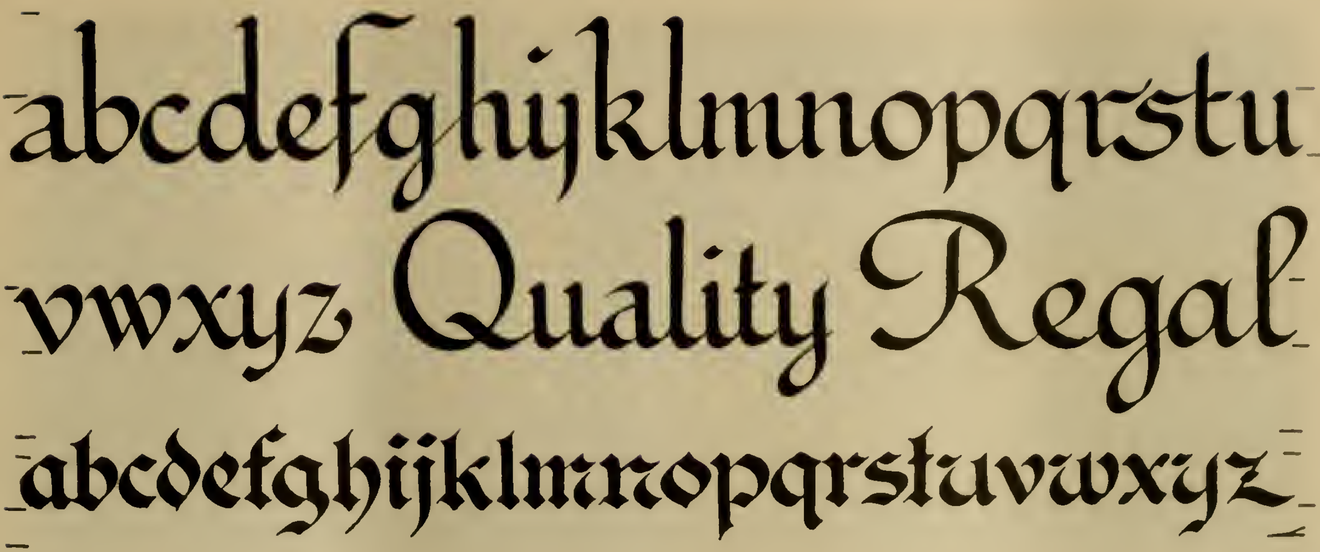
\$10.

I read everything pertaining to lettering that I get my hands on. Lots of it I say "Rubbish" to myself, but if I see anything good I try to master it in an intelligent manner.

Gradually I am finding out that I can get work that pays better than cardwriting and I've found out in simple designing I can make a dollar to two dollars an hour and save a customer a third of engraving house prices.

It pays to learn to make lines of lettering uniform—to try to make clean cut letters. Take the stereopticon slide shown here. A standard slide or rather the opening is two-and-five-eighths by two-and-seven-eighth inches. This is thrown up in size to not less than ten nor more than twelve. Note the lettering in this slide—lines are absolutely parallel, the letters are ruled up vertically with ruling pen and "T" square. A pen compass has been used for circle, etc.

Do you think that I would dare take a copy for



a slide to the advertising manager of a nationally advertised product, with one letter slanting this way, another that, and one line running down hill—another up?

This drawing was worth three to four dollars and looks it. A thousand slides may be made from it.

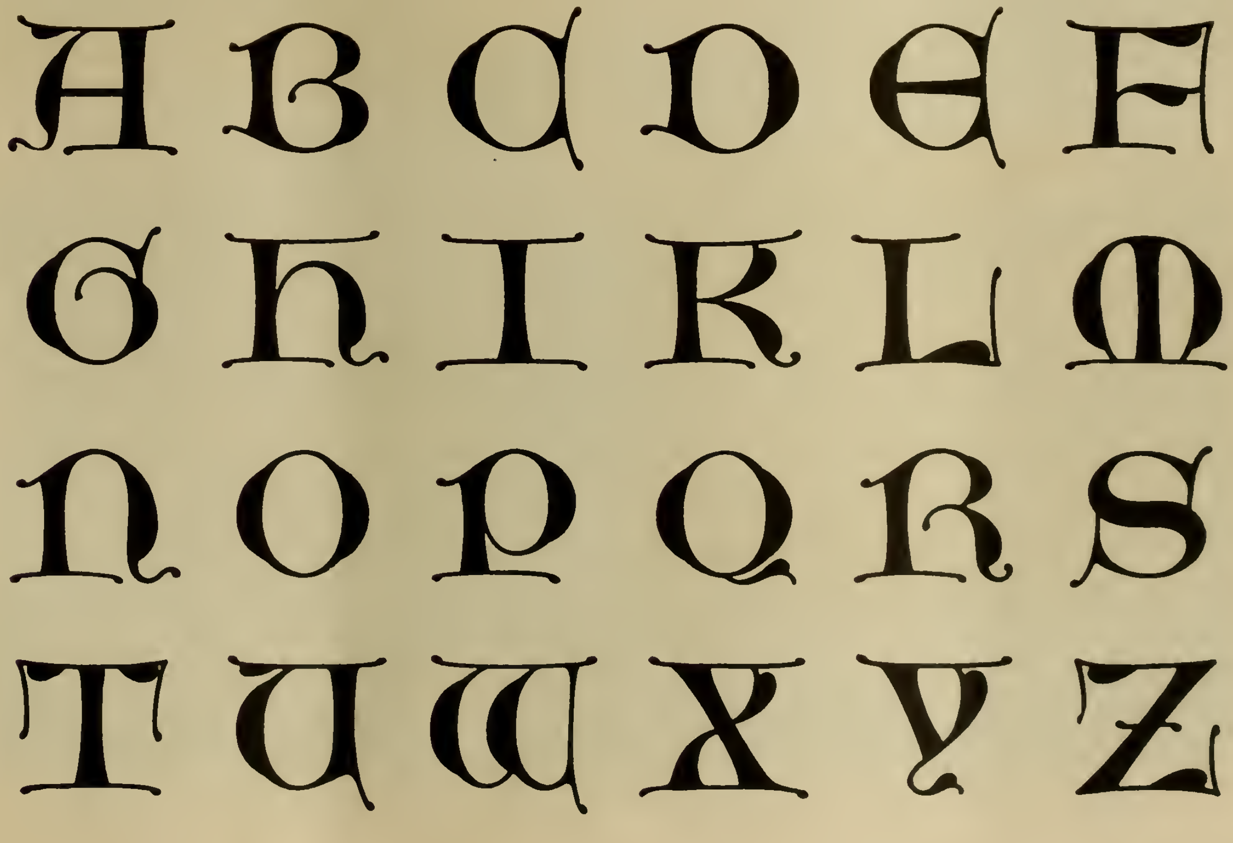
I don't care who the man is who tells you not to use a "T" square—he may know more than I, but the lettering that will come your way in time will demand its use—and it pays to begin young.

I have a little girl not four years old until November—she is a "south-paw," and I often laugh at the freedom with which she will run a "T" square down and up my drawing board. At her age, she can manipulate it easier than young men students I've had after two months' practice. The use of a square won't make you a slower letterer at any time—it will make you a better one.

In lantern slides always have the picture looking into your reading matter—never looking off the screen.

The brown cards (except the raincoat card), are lettered with the music pen. My white was some I had at my home and wasn't working any too well. The raincoat sign was made with a Number 2 Soennecken pen. In this style of work you cannot equal a music pen. Where bold script with white is desired, I would advise the use of the Perry (English) music pen. The other two good ones are the Leman (English) and Kuhn (German) pen.

To get results with white in these pens it must not be too thick or gummy.


A B C D E F
G H I K L M
N O P Q R S
T U W X Y Z

DISPLAY BY C. A. BETTERIDGE FOR ORSBORNE-NORMAN COMPANY, ERIE, PENNSYLVANIA.

Not in any way to take one iota of credit from his ability as a letterer, but to drive home the importance of getting ink right, I want to mention the name of R. T. Whitnah, whose work you admired at St. Louis, and which was reproduced in MERCHANTS RECORD AND SHOW WINDOW last month.

In 1915, then, as now, a clever letterer, Mr. Whitnah came to Chicago to get a little "dope" on music pen lettering. He had not been able to get results with it.

Within forty-eight hours he made a quarter-sheet with white Roman lettering that I don't think there were three men in the country could surpass. But the trouble was in the ink—getting it tempered right, and if others of you are in the same boat now you must experiment with the inks you use.

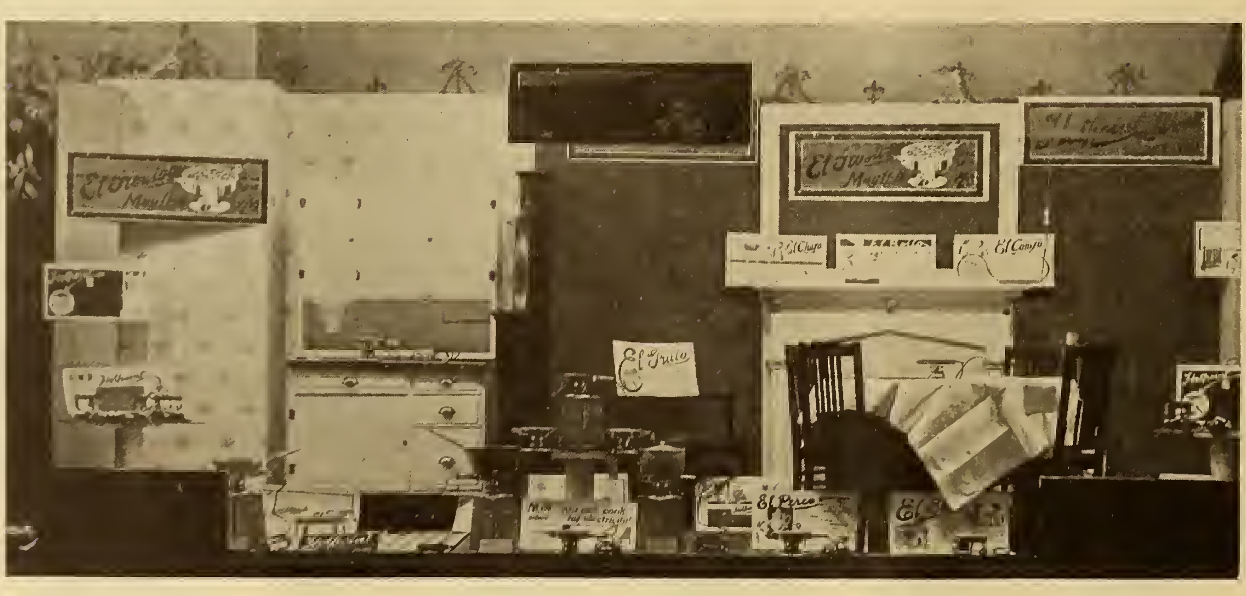
The Old Missal caps shown here are beautiful for opening cards or initial letters. They are generally done in blue or red, old English, mediaeval or Roman lower case used in connection.

It is many years since I first introduced the Poyzant pen in these columns, and next month will appear a short article on its use. For a certain type of lettering it is the fastest tool on the market, bar none.

This is due to the fact that the ink flows from the natural law of gravity—it does not depend upon pressure or the spreading apart of the nibs. For your holiday rush you will find it a great help.

Learn to draw the Missal initials carefully with a lead pencil. Make letters about one-and-one-half or two inches high.

If you have become discouraged in the way a pen works—if you feel you cannot master it, sit down and write me, maybe I can help you out. There's no trade, boys, that can be learned under four years. Once learn lettering—like swimming or skating, it will never desert you in time of need.



ELECTRICAL APPLIANCE DISPLAY BY TOM ALLEN FOR PHELPS DODGE MERC. CO., DOUGLAS, ARIZONA.

WATCHING DETAILS

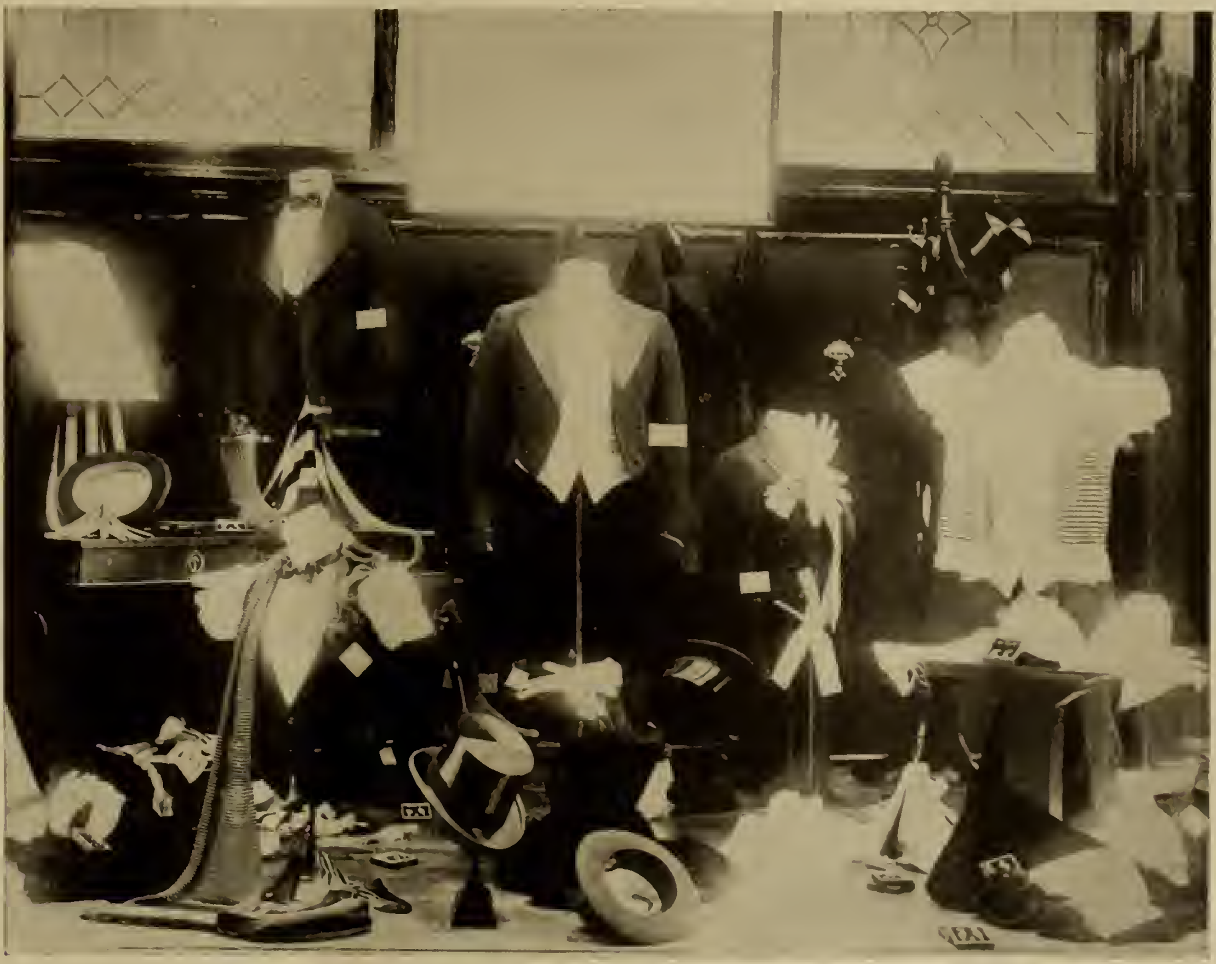
Display Men Cannot Disregard This Important Feature—Decorator Should Be A Good Student Of Observation—Make Appeal To All, Not The Few

Clement Kieffer Jr.

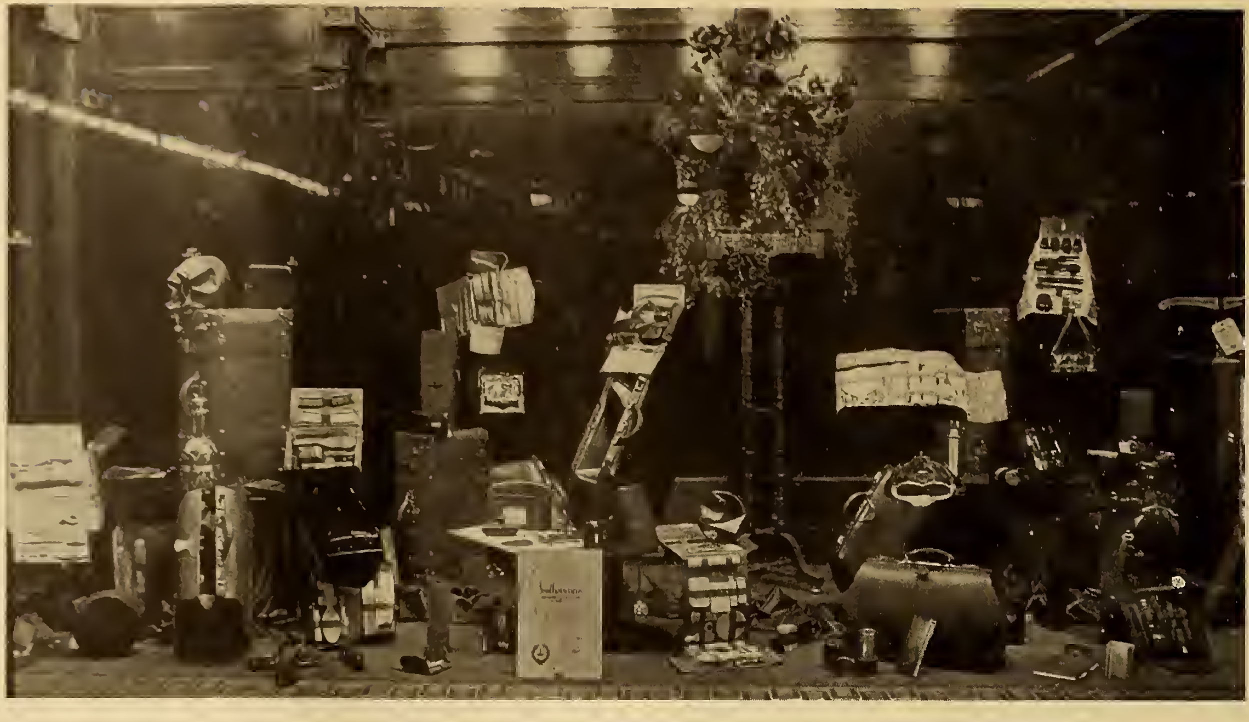
WHAT constitutes a successful display man? The answer to that question, to my way of thinking, is the man who can put in an elaborate setting when the occasion demands, or put in a thoroughly good merchandise window when the firm so decrees. Should the display man have a merchandise window, special care should be taken to watch every detail, and put as much personality into the merchandise window as he would put into an opening display. Too many display men seem to neglect this all-important function and often allow most anything to answer the purpose.

One need only be a good student of observation to notice the careless manner in which a number of displays are handled. A display manager can not watch the details of his work too closely. One might be inclined to say that: "I should worry; I get my pay just the same, if I do good work or bad work." He, too, should remember that a man that does not do any more than he is paid for rarely gets paid for any more than he does. I recall a certain fellow who said to me, "I have worked in this game 26 years and I know there's nothing that anyone can show me." I viewed that same man's windows that evening and behold to my surprise he had a wax figure 40 years behind the times dressed in a gingham street dress with a boudoir cap adorning her head.

Oh, no! the last word in the art of display has not been said, and each day we learn some new wrinkle from some other "live wire." The function of our work is Display Advertising, and I'll wager that there is not a store in the universe that will board up its front, draw its shades or do without a window display for a week, without feeling its effects in the cash register. We have the prospective purchaser right at our very threshold and he only needs a gentle shove to bring him in contact with the smiling floor manager, who in turn calls a congenial salesman, who, by the way, has very little, if any trouble, persuading the customer, providing the window has created favorable attention. This customer's decision is rapid and confidence and satisfaction are the ultimate outcome.



EVENING WEAR DISPLAY BY CLEMENT KIEFFER, JR., FOR C. A. WEED, BUFFALO, N. Y.



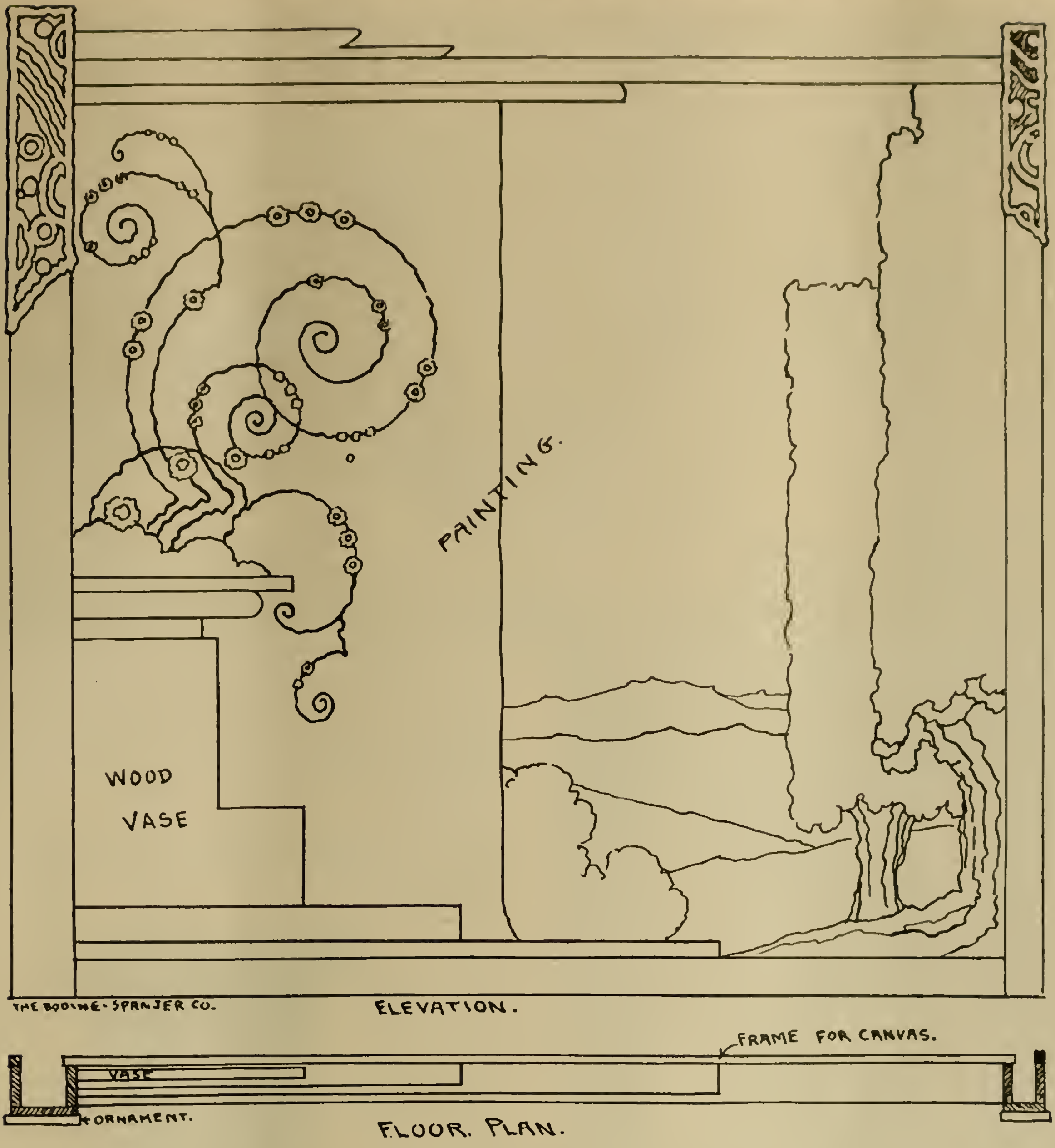
DISPLAY BY T. GUY DUEY FOR WURZBURG'S D. G. CO., GRAND RAPIDS, MICHIGAN.

How important is a display manager to an employer and how important is an employer to a display manager? This question I can answer intelligently from experience. I will now speak in behalf of my employers, who place every confidence in me as their display man. A meeting is held once a week and the firm buyers, advertising manager and display manager are present at this meeting. This eliminates one doing something the other does not know anything about. Our windows as well as our advertising are continually watched, so as to achieve the maximum of result with the minimum of expense. A record is kept in a diary as to the business that is done, how the windows are decorated, the style cards, etc. This enables us to do the right thing at the right time.

To come back to my subject of watching details I would like to use "Full Dress," both informal and formal, as my subject. A trim like this requires considerable time and thought and can not be put in in a few minutes. I have noticed in various magazines a lot of display men still continue to use a coat form to show an evening coat and from the photos I have seen the white shirt is always conspicuous and is tucked up under the vest and the black jersey covered form is very much in evidence. This can be eliminated by using a vest form, size 36. It will enable you to show the fine quality satin lining of the coat tails and moreover you will get more graceful lines to the coat. Be sure and see that the waistcoat (white) you select, doesn't reveal any of the form.

In regard to collars, I notice that only one style collar is used by a number of men. Your firm carries in stock all heights of collars in both Tuxedo and Full Dress, both 25c and 15c brand; show both prices. The same can be said of the various heights of collars; show all heights, as all men do not have long necks, or vice versa. Try and appeal to the masses. Also white and black bat ties. Don't show all 50c ones; use a couple $2 or $2.50 ties and watch someone come in and ask for that particular scarf. He may not want to pay that much, but you can very easily show him cheaper ones.

The photograph accompanying this article is one of our windows used last year. It will be noticed that we try to show as much merchandise as possible and at the same time not have the window overcrowded. Full Dress garments ranging in price from $20 to $60 were shown. Tuxedos at medium price, as well as the better quality were shown. Chesterfield and fur-lined overcoats were used, both white and black silk, linen and pique; single and double-breasted waistcoats were also shown, both pleated and stiff linen, also pique shirts, ranging in price from $1.50 to $7.50; gloves, jewelry and reefers completed the display. This window brought very fruitful returns, although I wish we had several hundred feet of window space so I could individualize and unitize the various formal and informal apparel, as to what would appeal to a man who has to depend on his income as well as the gentleman who has to pay income tax, and I really believe that if some store with a large frontage would divide and unitize their displays in this manner they would be doubly repaid for their efforts.



BACKGROUND SUGGESTION No. 1

THE cover design on this issue of *Merchants Record and Show Window* marks the beginning of a series of twelve drawings in color which will follow, one each month throughout the year.

In advancing design and color of this kind we feel that we are doing something that will be of direct interest and of practical use to merchants, display men and advertising departments throughout the country. Good design and the proper application of color is of vital importance to the displaying and selling of merchandise.

Above is a line drawing of cover design appearing on this issue. It will give clear information regarding construction. The frame or wood parts are made in sections, and colored; ¾-inch wood being used in the frame, ornaments at top, and vase at lower left. Modern artificial flowers spring from the vase.

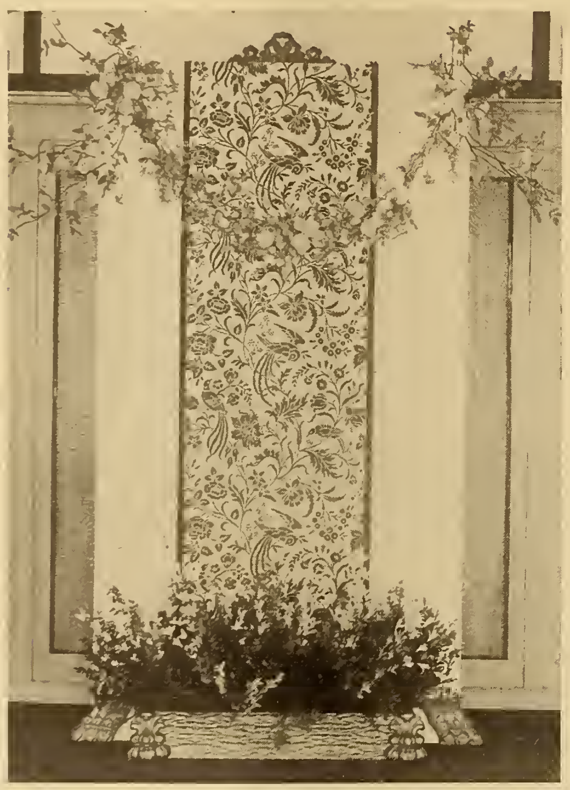
This series of beautiful covers will feature backgrounds not for Department stores only, but for Clothing, Men's and Women's Ready-to-Wear, Drug, Furniture and Hardware Stores as well. Arrangements have been made with the Bodine-Spanjer Company, recognized leaders in their field, and we promise many things of interest and importance relative to attractive show windows.

YOUR APPROPRIATION

Are You Wasting Any Of The Money Appropriated For Window Use?—Careful Deliberation Should Accompany Every Purchase—Era Of Substitution and Originality

C. J. Nowak

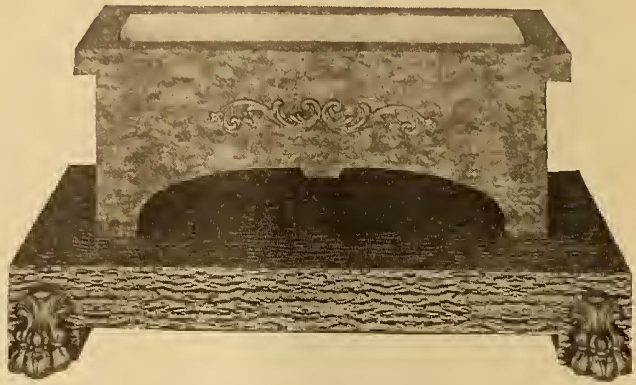
THE question that confronts nearly every displayman in the country today is, how far will my appropriation reach? He must do some very close figuring, and some very clever planning to make any kind of a satisfactory showing. Brass and metal fixtures today have doubled in price; so has glass, and wood materials. Foliage and materials for backgrounds have gone up almost unbelievably in price. The displayman is up against these conditions and must keep a cool and clear head to find his way out of this maze of perplexing conditions.



We often hear that necessity is the mother of invention, and without question the present necessity for cleverness, substitution and originality is taxed to its utmost.

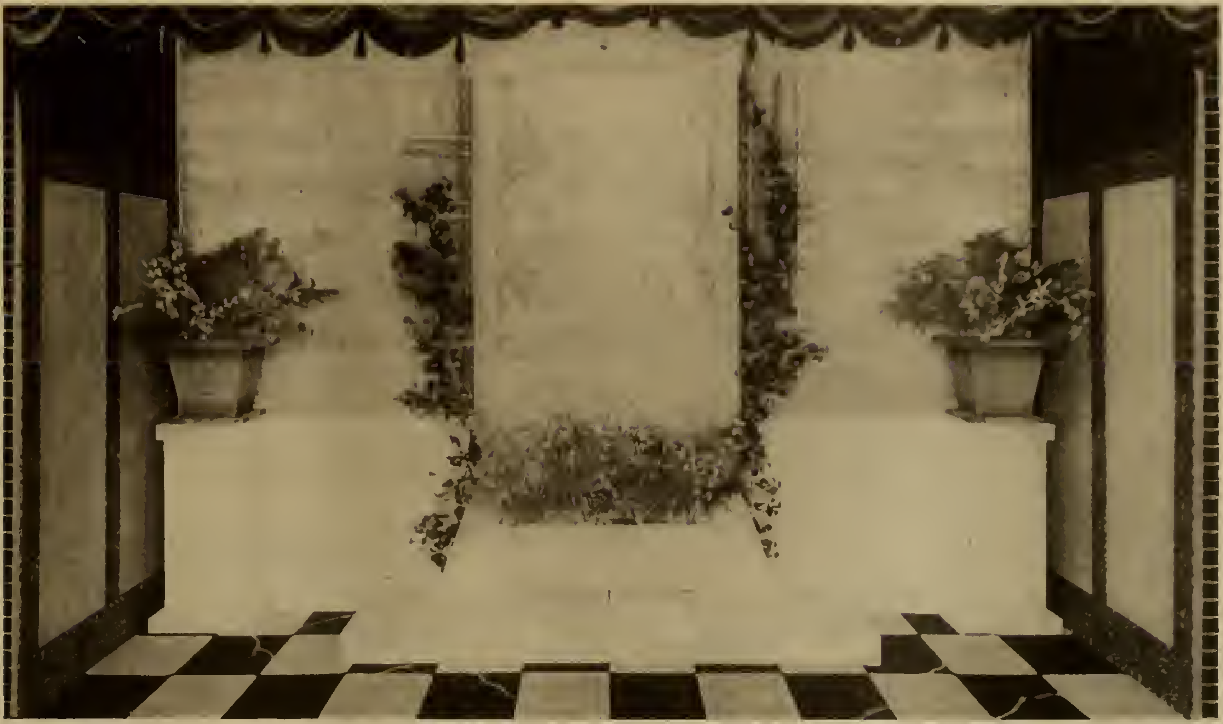
Fixtures, backgrounds, foliage, et cetera, should be bought only after due deliberation, as such materials should only be purchased whereby the displayman can keep them working or use them more than for one showing, or for one line of merchandise.

In planning temporary backgrounds or settings for opening, etc., arrange to have the same made up of a set of units that will lend themselves to various combinations. They can then be divided up into units for smaller displays, and used over and over in an almost endless variety of ways. A background that cost several hundreds of dollars is a good investment for the larger store, but as such stores are in the minority, it's the stores of the majority that require materials and ideas that will come within this appropriation.



Displaymen should lay their plans months ahead. Even though they do no actual work on the designs; their ideas and decisions should be formulated, materials ordered and at hand in good time, so that in the spare hours, or days after, they can use them to good advantage.

A case in point might be illustrated in the temporary background shown in this article. Here we have an idea that can be used most any season of the year, with any line of merchandise. Changing the subject of the center panel, and the same regarding foliage, gives a setting of the highest class. Let us analyze the cost. We have twelve separate units that require



about an hour each to construct, and allow three or four hours for finishing. The units are each constructed of a new window board that is very light, cuts with a stencil knife, and is constructed without framework or expensive carpentering.

Any displayman can build a background of this nature in two days and at a cost of about $10.00, to fit a 12x12-foot window. A carpenter could not construct a display of this size for less than $75.

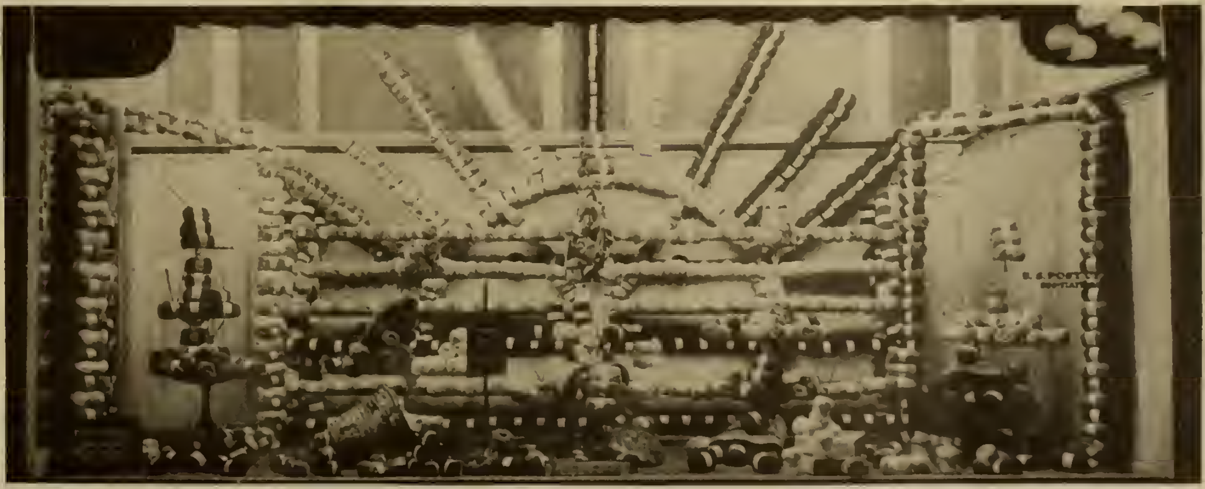
The stone effect is an imported wall paper. The flower box and plateaus on the floor are covered with grit, which costs one cent per pound. About twenty-five pounds were required in this particular case and was applied on a heavy coat of glue. The center panel was a lithograph in fall tones.

Design No. I shows a clever way to utilize a novelty wall paper with a black edge over a plain panel. The flower box, ornaments and foliage give an artistic touch.

Design No. 2 illustrates a fancy flower box covered with marble paper. This rests on a bark paper covered plateau. An indispensable decorative unit is made by placing a large panel in the rear, with a rich covering of velour, and lattice with fall foliage. This would form an elaborate center unit for a high grade window display.

In Design No. 3 we have two ideas that will add much to ledge or window decorations—a square flower box finished in sand over wall color, then air-brushed. This sets on a pedestal covered with wood grain veneer paper. Note how the ornaments bring out the beauty of the designs.

Display men should concentrate on units such as these in order to get the most out of their appropriations, for these units can be recovered and refinished and used in a variety of artistic and effective ways.



YARN DISPLAY BY H. H. TARRASCH FOR L. & R. LAZARUS & CO., COLUMBUS, OHIO.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing" . . . . . . Established 1893
"The Show Window" . . . . Established 1897
"The Window Trimmer and Retail Merchants Advertiser" . Established 1903
"Merchant and Decorator" . . . . Established 1905

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Official Organ of
The International Association of Display Men

***In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

***Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

***When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

***Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

October, 1917

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ECONOMY IS WATCHWORD

FOLLOWING plans for conservation a majority of South Bend, Ind., retail merchants have adopted the program of the commercial economy board of national defense, which includes rules governing the return of merchandise. The same program will be adopted at a meeting being held at the Chamber of Commerce this afternoon by retail merchants in the counties of St. Joseph, Pulaski and Porter.

As a result of the adoption of the program a uniform curtailment of deliveries is brought about. The rules governing the return of merchandise are as follows:

The following articles for legal, sanitary or other reasons, cannot be accepted for return:

(a) Bedding and matresses. (b) Garments that have been altered for the purchaser. (c) Shoes which have been altered. (d) Combs, hair brushes and tooth brushes. (e) Hair goods, hair ornaments and veils. (f) Rubber goods sundries. (g) Women's hats which have been made specially to the customer's order, or which have been worn. (h) all goods cut from the piece at the request of the customer. (i) All merchandise which has been made to order or specially ordered, and which is not regularly carried in stock.

Any article of merchandise which, for some good reason, is to be returned to a store, must be returned within a reasonable time, three business days after receipts by purchaser and must be returned by the purchaser. On account of the War Economy Committee at Washington demanding the elimination of all returns of merchandise and a reduction of deliveries, stores will only call for such bulky packages as can not be carried.

(a) No article will be accepted for return unless it is in its original condition. (b) No merchandise of any kind which has been used will be accepted for return. (c) The sale check must accompany all returned merchandise.

The names of all customers who continually make unjust claims upon the merchants, or who return C. O. D. merchandise, will be reported to the credit clearing bureau. Upon receipts of such names, the manager of the credit bureau shall make an investigation of this customer's account among other stores, making a report to the store sending in the name.

It will then be the duty of the manager of the credit bureau and the store having sent in the name to decide what action shall be taken against the customer, closing the account or bringing suit or whatever action these two may decide upon, and a report shall be kept of all such cases.

Two deliveries a day will be made in the central district of South Bend and one delivery a day in the other districts of the city as shown on the delivery map in each of the stores.

A charge of 10 cents shall be made for special deliveries. A special delivery to be defined as a parcel ordered sent by a special messenger by a customer who is unwilling to wait for the regular delivery, but not including, however, so-called specials caused through the operation of a store's alteration department and also specials causesd by errors of store's employes.

HARDWARE DISPLAY CONTEST

THE special contest for the Hardware Display Championship, now being conducted by MERCHANTS RECORD AND SHOW WINDOW will close November 15, 1917, and we urge that contestants forward photographs of displays as early as possible, so as to make it possible for awards to be made before December 1st.

There are many men in the profession who neglect the showing of hardware and cutlery. These lines are big sellers and the display man should devote occasional window space to the showing of them.

This contest is open to every display man, and photographs submitted must be of displays placed since January 1st, 1917.

First prize winner will be awarded $10 in gold; second, $5 in gold; third, "The Art of Decorating" (considered by display men the best book on display work); fourth, one year's subscription to MERCHANTS RECORD AND SHOW WINDOW. Displays having special merit will be given honorable mention and a beautifully lithographed Certificate of Award.

Display men, get busy, and remember, this contest closes November 15th.

M. R. & S. W. IN THE TRENCHES

IF the desire of W. C. Camp, Wichita Kansas, is gratified, and he earnestly awaits the opportunity to go over and "get the kaiser," the MERCHANTS RECORD AND SHOW WINDOW will follow him to the trenches. He is now awaiting orders to leave Fort Sill, Oklahoma, and to embark for France, and he has specially requested that his sister see to it that he gets every issue of his favorite journal.

We reproduce here copy of letter received at this office recently:

Wichita, Kansas, August 28, 1917.

The Merchants Record Co.,
431 So. Dearborn St.,
Chicago, Illinois.

Dear Sirs: You have been sending THE MERCHANTS RECORD AND SHOW WINDOW to Mr. W. C. Camp, at 227 East Douglas avenue, *Wichita, Kansas.* He requests that you send it from now on to 1427 *So. Emporia avenue, Wichita, Kans.*

You may be interested in learning that he left last Sunday with Battery "F" Kansas Field Artillery, of the United States Army, for Fort Sill, Okla., the training camp.

He wishes to keep in touch with the good points he obtained in your excellent magazine, and I, his sister, will send him the book each month and will also send renewal when subscription expires.

Yours truly,
1427 So. Emporia Ave. Mabel Camp.

PLANNING FOR HOLIDAYS

THE holiday season calls for more careful planning and preparation than perhaps any other season of the year, and it is high time that such preparations and plans are being discussed and made by merchants, advertising men and display managers. To the general public, Christmas is still far away, but not so far distant to the men whose work it is to have everything in readiness for the greatest season of the year.

Preparedness is still the issue—and the merchants who will be best fitted to care for the big business that is bound to prevail will be the merchants whose cash registers will show big percentages of the money so lavishly spent during the holiday season.

PACKAGES UNWRAPPED

AS a war measure for conserving the paper supply Boston's retail merchants have agreed with the Retail Trade Board of the Chamber of Commerce to deliver merchandise unwrapped whenever practicable. The step was considered at a recent conference called by Henry B. Endicott, State food administrator, who urged members of the board to save wrapping paper as a war measure.

So far as possible goods will be delivered in the original manufacturers' package, without using the usual outside wrapping paper.

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1917 have been made as follows:

Walter E. Zemitzsch, St. Louis, Mo.
J. W. Turley, Hartford, Conn.
J. H. Addison, San Francisco.
Jack Cameron, Des Moines, Ia.
J. Harold Chadwick, Johnstown, Pa.
Al Hagen, St. Louis, Mo.
Bert A. Smyser, Tacoma, Washington
R. L. Paxton, Fort Worth, Texas
F. P. Lavin, Oskaloosa, Iowa

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

The Value of High Class Draping

— Article 9 —

By

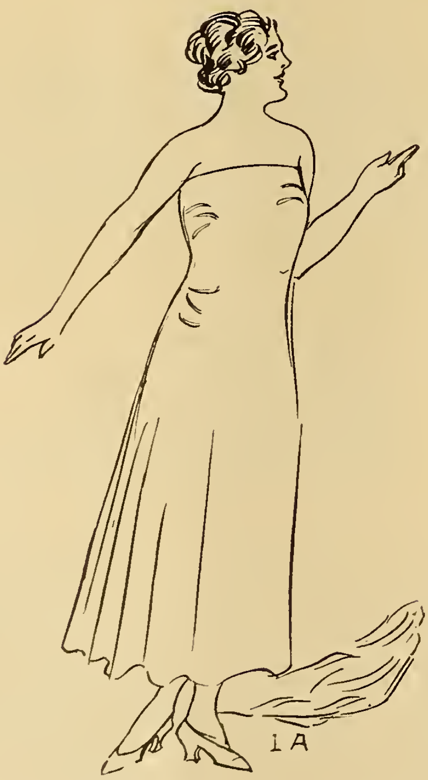
T. Guy Duey

AT this period it would not be a crime to touch upon the great progress which has been made in the display men's art. If we look back fifteen or even eight or ten years ago we discover what a revolution there has been in the character of window and all other branches of store displays.

Perhaps the window branch of the retail business has advanced, during the past ten years, more in magnitude and in wonderfully effective details than any of the other branches connected with retail selling. Not alone has this progress been with the largest establishments, but on the other hand the smaller shops and the country village merchants have, in proportion, made equal advance along this line.

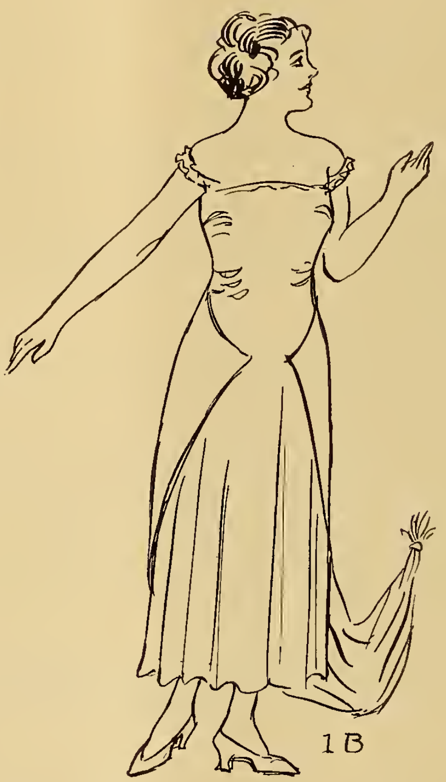
We also find that most branches which go to make up the dictionary of studies of the successful department store display manager, are each handled by quite different methods and the art of good draping stands well into the foreground of development.

It is not necessary for us to delve into ancient history to be able to revive in memory how a window display of fabrics consisted of one or a dozen long wooden poles supported from the ceiling by wires. Over these were hung anywhere from fifteen to fifty pieces of fabrics of as many different shades. The trim was completed by filling the remainder of atmosphere with piles of goods in the bolt.



1 A

Later came the fantastic era when passersby were attracted with large stars, rosettes and puffs made from the fabric and nailed upon the background.

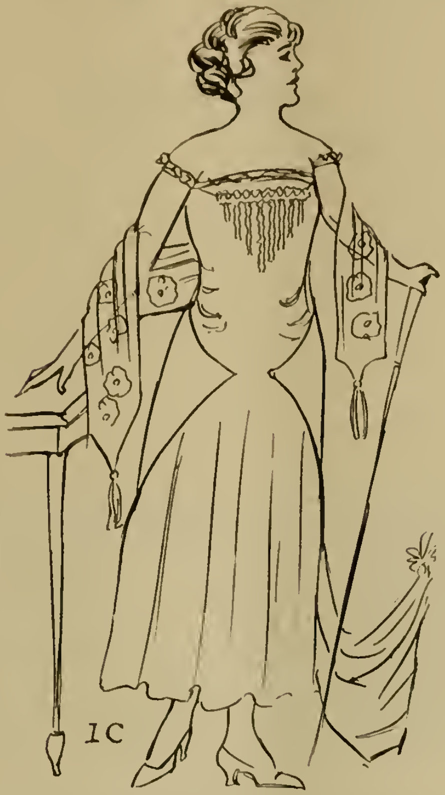


1 B

Then, from out of the clouds, came some spirit who started to construct some very practical draping stands from light lumber, in many different shapes, such as ovals, rounds, oblongs, etc., and someone saw the possibilities in the many discarded corset forms and thus brought out the shell form for draping, which improved step by step through the ages of the mummy, the mermaid and a score of others.

Today we are using wax figures, beautiful interpretations of life; also living models are used in many cases, which leads us to believe that we have reached the zenith in the art of draping dress fabrics. However, it would be folly for us to even think that anyone has reached absolute perfection in this or any other field.

In the first sketch in this article I show a striking costume designed on simple lines, made of velvet in the new beet-juice shade, and trimmed with jet ornaments and band. To execute the costume commence with end of velvet and pin around the form, from front across the bust. The two selvages meet in the back and are pinned together as far down as the waist line, the surplus fabric falling to floor in front. This material is then passed between feet and spread on floor in rear as shown by illustration 1-A. Then take other end of velvet and fold in four or five inches, and pin at center of back about six inches above waist line, after first forming a box pleat with length of material. Now take each corner and place diagonally over hips and pin in front of skirt as shown in figure 1-B. The surplus material is used to form a pointed train which is finished with large jet beaded tassel. Across the bust is placed a large jet beaded ornament and shoulder straps of narrow jet band and two beaded medallions complete the drape.

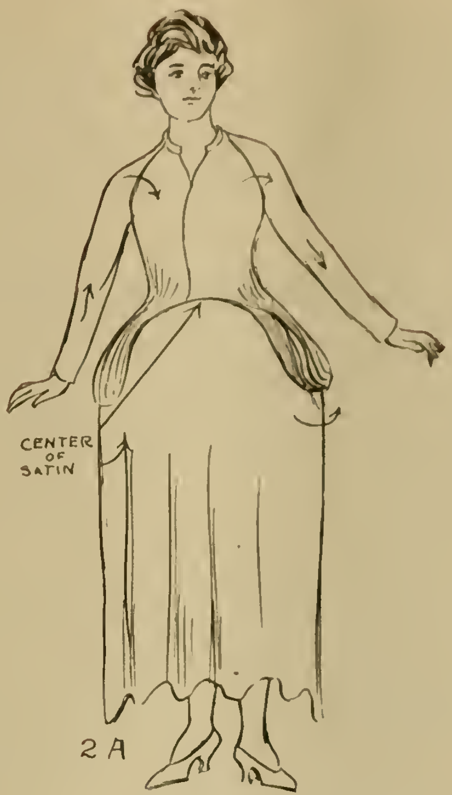


1C

A great deal of charm is added to this garment by the use of a beautiful scarf made of four yards of wide velvet brocade ribbon.

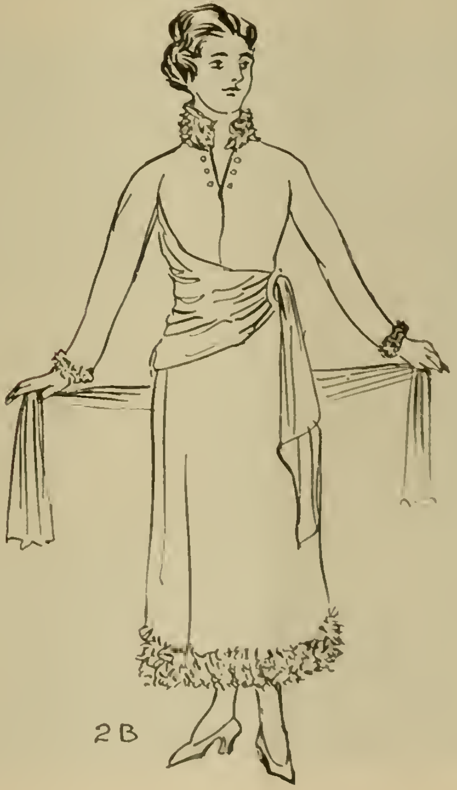
Frock No. 2 is carried out in tones of brown, using rich shade of brown satin, with girdle of velvet and fur trimmings in harmonious tones of the same color.

Begin this garment with end of satin at cuff of right sleeve. Fold the satin double, lengthwise, and pin around arm. Continuing up the arm and over shoulder, pin inside selvage at back of neck. This selvage is now returned over shoulder and down front of bodice to waist line. Now, draw the width of material around form, under arm, pinning opposite selvage, and down center of back to waist line. Thus far we have one sleeve and one half of the waist. Repeat these steps with the other end of the satin and both sleeves and the waist will be complete.



2 A

Next take center of top selvage at waist line as shown by figure 2-A, and tie narrow elastic or twine around waist and shirr the remainder of satin around form selvage edge under the elastic, meeting at rear The girdle is made with a five-yard price of 19-inch velvet. Sort of a cascade drape is made of end of velvet and pinned at waist line on the left side. It is



2 B

then drawn diagonally around form, first above waist line, then below. It is then fastened under cascade. Now slip on a buckle or loop to finish properly. Use wide fur band of brown for collar, and finish bottom of skirt with same material. Narrow fur bands are placed on cuffs. Six small buttons used at neck complete the garment.

* *

WINDOWS FEATURE STORE

IN his selection of the Lackawanna and Wyoming avenue site for the Scranton Dry Goods Store, Scranton, Pa., I. E. Oppenheim, head of the company, had in mind the importance that the window display room would be in the success of the store. His judgment has been shown to be the best and the magnificently trimmed windows are a feature not only of the store but of the city's business section.

The window display is in charge of W. J. Buswell, formerly of R. H. Macy & Co., of New York, and Derry and Toms, London, and Stanley Hess, formerly of Mannotto and Company, Indianapolis, and for five years associated with the Scranton Dry Goods Company. Their combined efforts to follow up the store maxim, "The Magnet That Draws," is well asserted in the splendid display now showing.

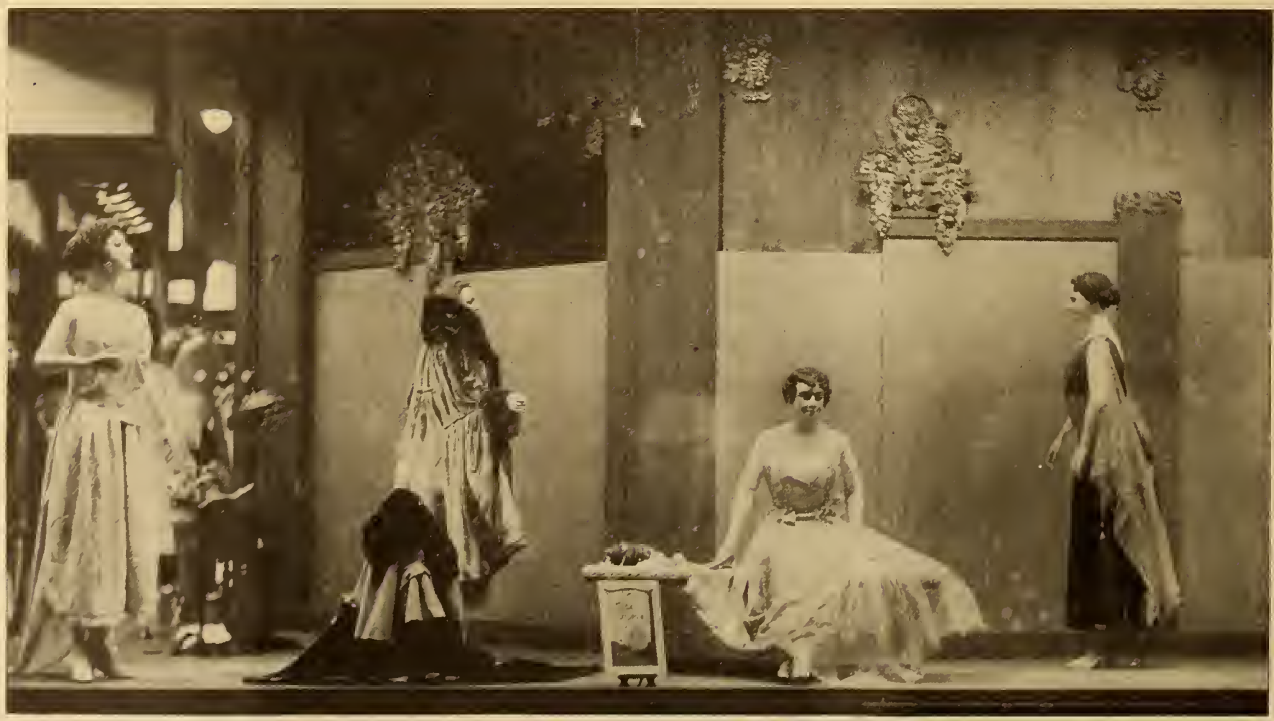
The displays are in handsomely appointed sections of the many feet of windows on both the Lackawanna and Wyoming avenue sides. Featuring millinery three windows are carried out separately in a color scheme of royal blue and white, gold and white and black and white, each window a lovely picture in itself. Two windows are devoted to a magnificent showing of furs. A section showing fall dresses is carried out in a color scheme of Pekin blue and gray. Ladies' suits are featured in a setting of brown autumn shades.

The same artistry and perfect good taste is displayed in the other windows where the endless variety of goods on sale in this big store are shown. Handsome show cards, the work of Terrence Gallagher, that are in each window, are also attracting favorable comment, and the combined effect of the showing is a tribute to the genius of the men in charge.

* *

PRIZE WINNERS

THE Retail Merchants' Auxiliary of Roseland conducted a window display contest Thursday night, September 20, in connection with their fall opening, and the displays were of unusual beauty. The following stores were awarded first prizes in their respective classes: Hillstrom Auto Sales Co., Automobiles; Dekker Bakery, Bakeries; Anderson & Drew, Clothing; Peoples Store, Department Stores; Schmidt Store, Drugs; C. B. Swanson & Co., Dry Goods; Cochrane Store, Florists; The Sugar Bowl, Fruits and Ice Cream; A. W. Bimrose, Furniture; C. O. Larson, Groceries and Markets; A. A. North, Hardware; F. K. Malnstrom, Jewelry; Roemers' Hat Shop, Millinery; Madderom's, Paints and Oils; Lindquist Bootery, Shoes; P. Lorenzen & Co., Sporting Goods; Greenwalds, Suits and Cloaks; Roseland Optical Shop, Variety.



FALL DISPLAY BY MR. McCORMACK FOR BOSTON STORE, CHICAGO, ILLINOIS.

A GREAT ASSET

Display Windows Are Important Units In Successful Merchandising—Proper Displays Bring Results But Neglected Windows Become a Liability —Modern Background Illustrations

J. C. Bodine

SALES organization means a finely balanced system of sales units. Of the units, or what we shall call assets to the building of a successful business, we shall confine ourselves to the display of merchandise and its surroundings. Display of merchandise is consistent to the organization only when 100% efficient.

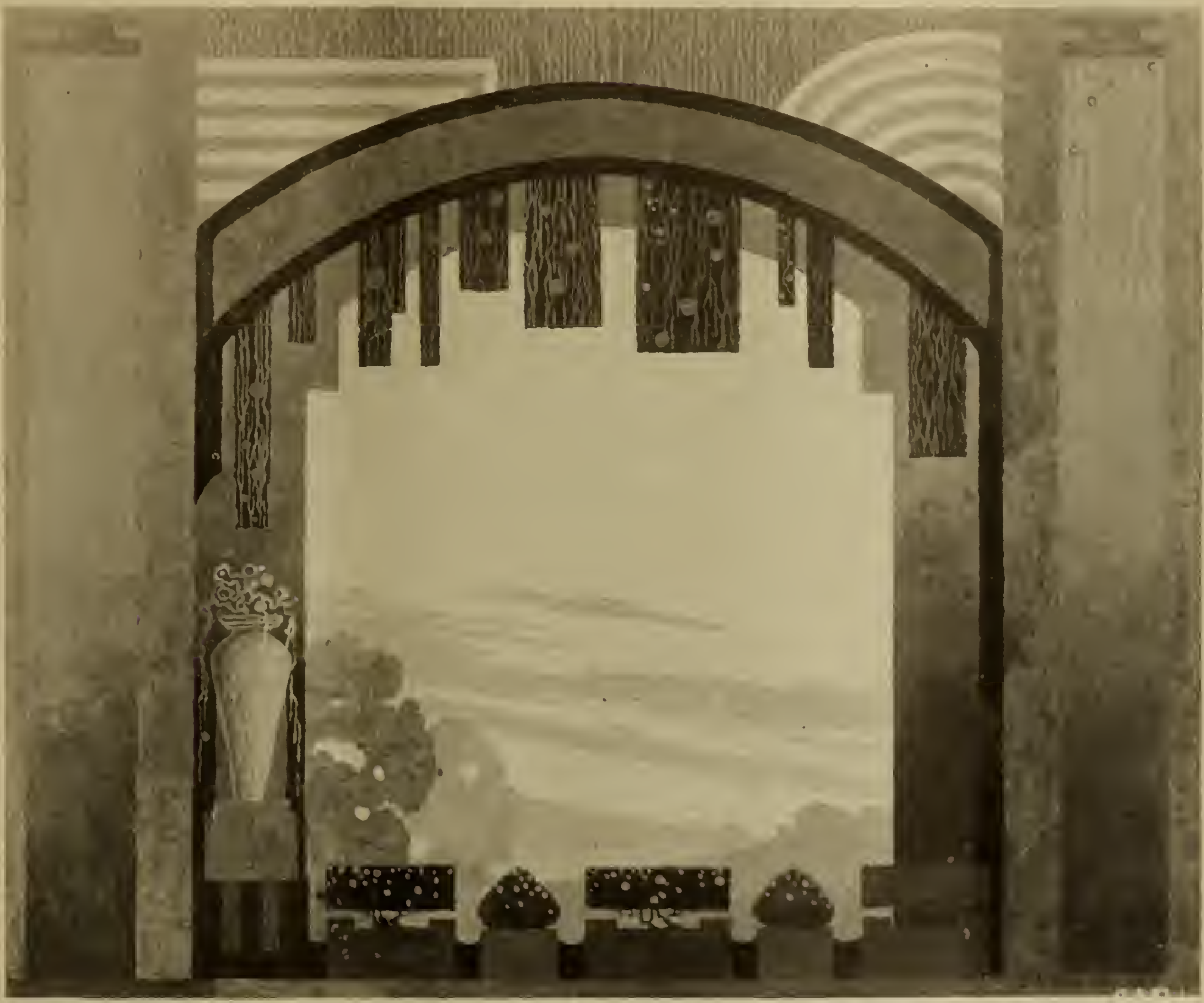
You may care for all departments of selling, and in neglecting the show window with its display you lose heavily. In other words what should be a great asset proves to be a liability when no thought or enthusiasm is put back of the display.

In displaying merchandise you should give the display the proper setting. Surround the object of interest properly and the value of the article will appeal strongly.

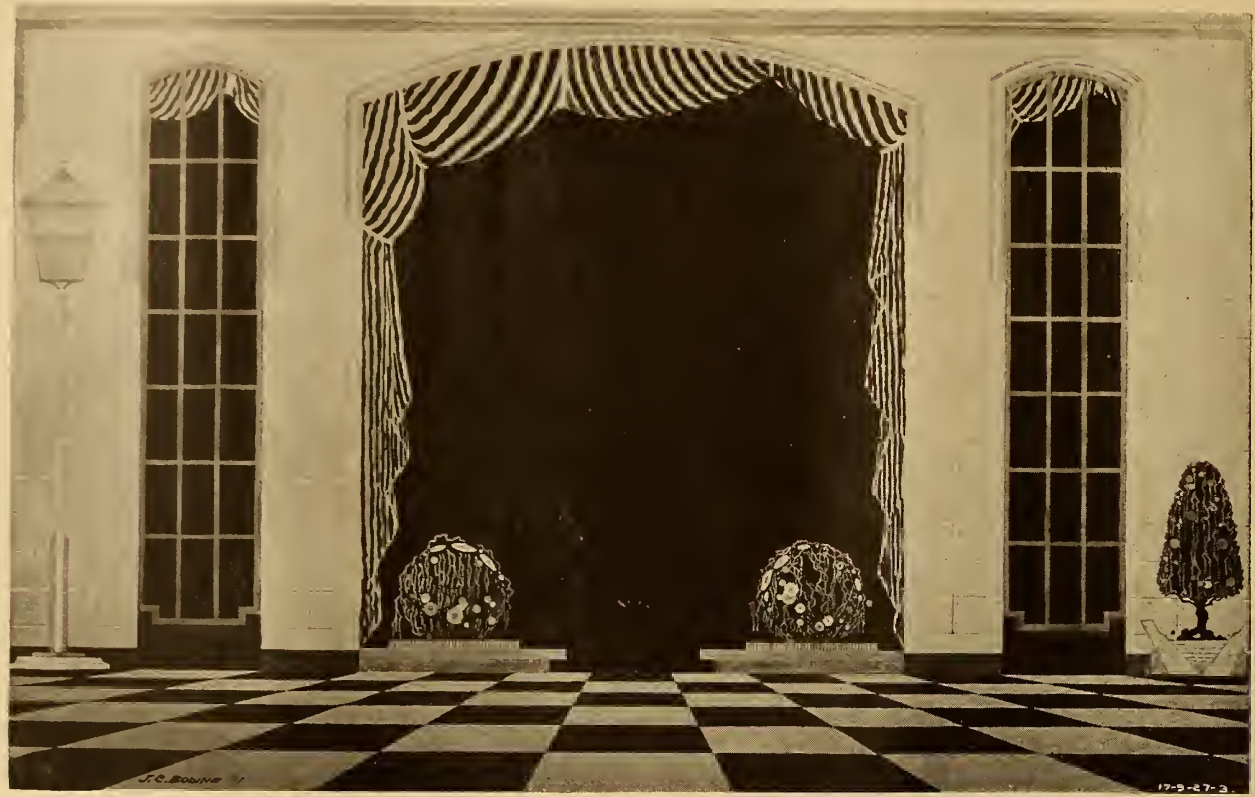
Halftone Number 1 shows a setting that would be especially good for a fashion show. This can be arranged by having the back drop set back far enough to allow models to enter through side of stage.

In the nature of settings we show here in illustration Number 2 a setting that will take care of the department store nicely, and suited especially to Ladies' wearing apparel. The idea is of one side of an immense sun porch. The cool tone of the night sky with the suggestion of the landscape brings out in a pleasing manner the warm glow of the interior as it would appear at night. This setting is great in possibilities as it is rich in effect and simple to construct. The wall can be made to represent carn stone by painting effect on a good wall board or on canvas. Cornice at top, and window and door arches to be made of wood. The painting of the sky should be made on separate canvas and set back from the openings at least a few inches.

A setting of this kind, well carried out, will in effect look as though it might have cost several times what actually was put into it.



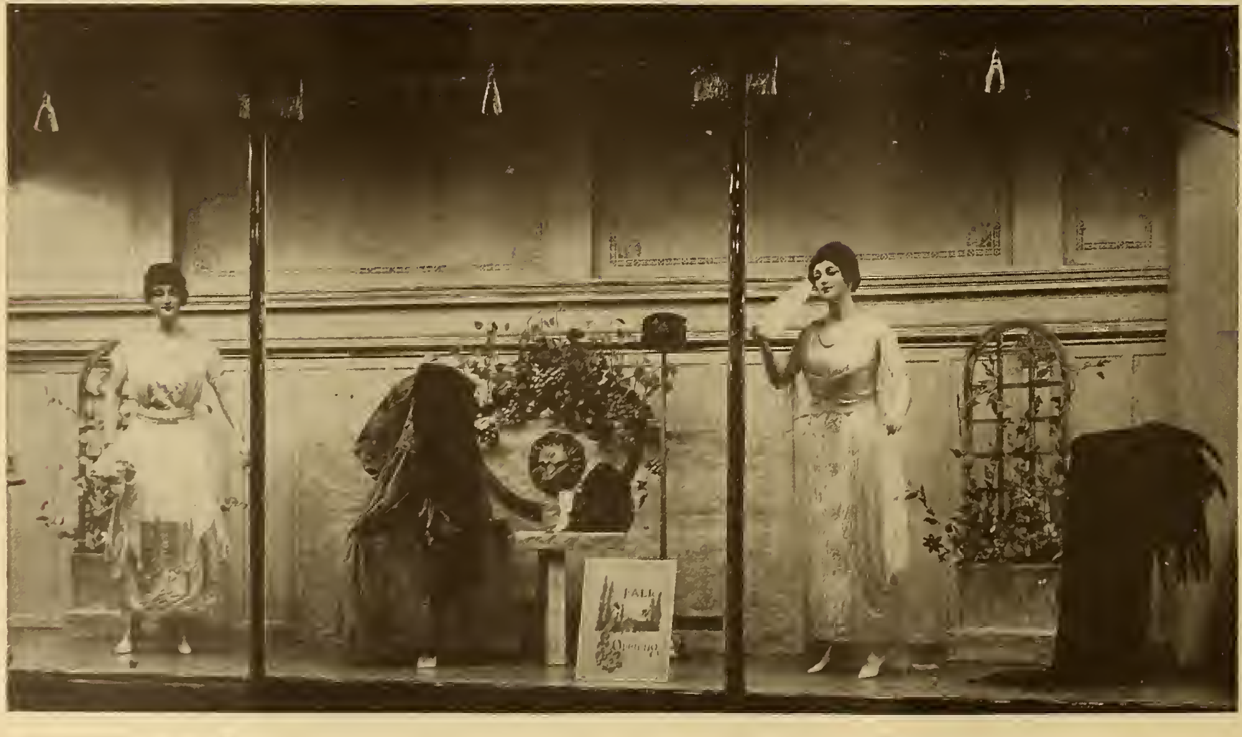
BACKGROUND SUGGESTION BY J. C. BODINE, CHICAGO, ILLINOIS.



BACKGROUND SUGGESTION BY J. C. BODINE, CHICAGO, ILLINOIS.

These reproductions will give a comprehensive idea of what can actually be done to make a sure and certain aset out of the display end of your store. Always invest money. Do not spend it in a way that will bring no returns.

WHAT if your store is located on a "side street." Advertise your store, make your windows worth walking a few blocks to see, and most important of all, give your customers service. The store that gives good service finds little trouble in making customers.

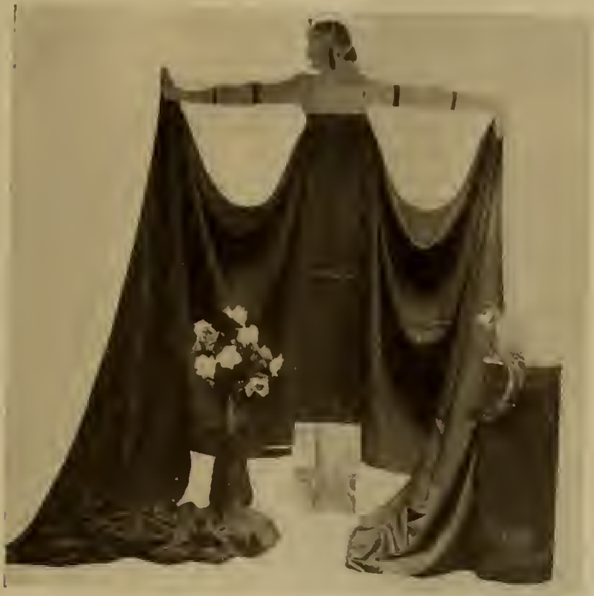


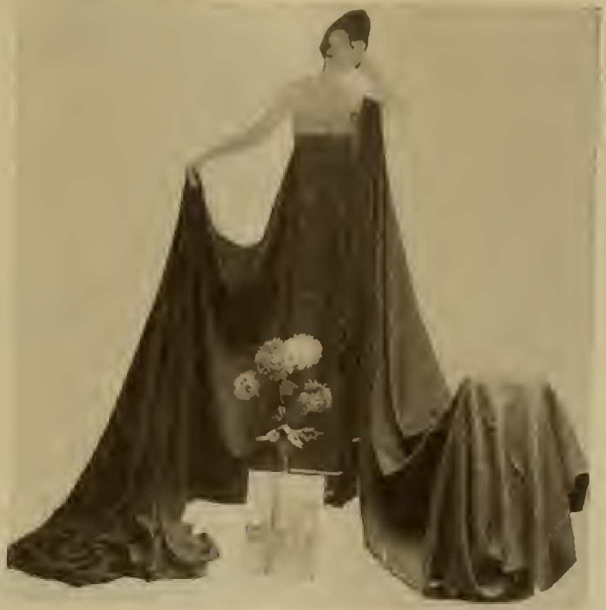
FALL OPENING DISPLAY BY WM. A. CARROLL FOR ANDERSON, DULIN & VARNELL, KNOXVILLE, TENN.

"SILVERBLOOM" POPULAR

WE are reproducing on this page two of the drapes executed by Sam Harris, display manager for Lesher, Whitman & Co., Inc., New York, and shown at the recent convention of the International Association of Display Men. The drapes were made with "Silverbloom," a new material that promises to become extremely popular, and the material was draped without cutting.

Display men attending the convention were particularly interested in this new material, as it lends itself perfectly to many window uses because of the supple texture and its smart patterns.





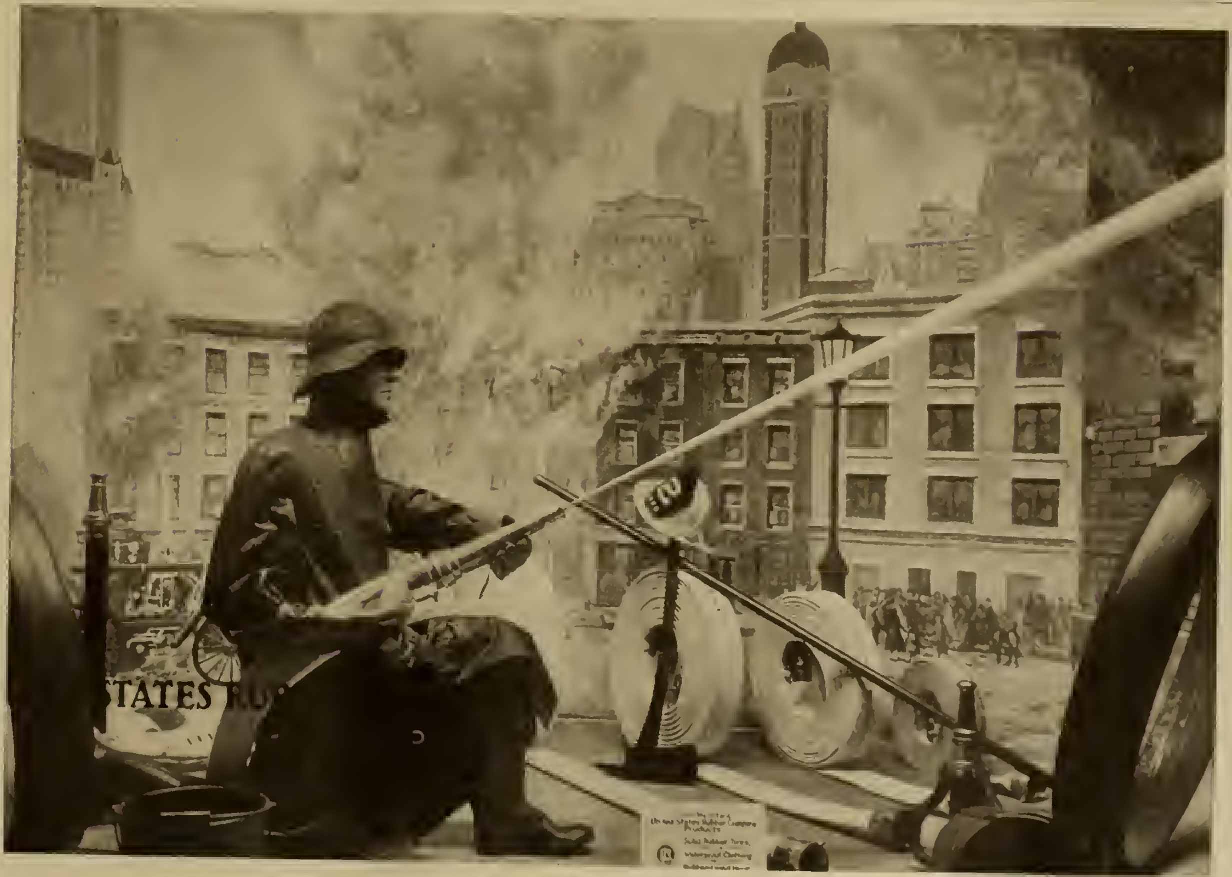


Plate No. 4391. Display by George A. Smith for United States Rubber Company, New York.

This display featured the showing of fire hose, buckets, firemen's rubber coats, hats, boots, gloves and also truck tires for fire engines. Partcular attention is called to the posing of the wax figure, also the imitation stream of water forcing its way through the nozzle of the hose. This effect was executed through the use of gray thread and was kept in motion by an electric fan. The effect was unusually realistic and big crowds were continuously in front of the window containing this display. The setting consisted of a scenic painting 25x12 feet and was arranged in a semi-circle fashion.

ASKED AND ANSWERED

Finishing Wax Hands

Asked and Answered Department,

Merchants Record and Show Window:

Please give information through your valued journal concerning the finishing of wax hands after the repair work has been done. Yours truly,

S. H.

Answer—After repairs are made, clean entire surface of hand or arm with gasoline. Rub the repaired parts smooth with cheese cloth saturated with gasoline. This removes all marks of the modelling tool. When the surface of the wax is dry, cover with a very thin coating of Poppy Oil. Then tint the back of hand on the knuckles with a little Madder Lake (oil paint). This tint is stippled on with a bristle sash brush. When the tinting is finished and before it has dried, dust on a powder made from equal parts of white rice powder and powdered pumice stone. Allow work of this kind to dry twenty-four hours before using. The nails may be tinted or not, as your taste dictates. If it is desirable to tint them, mix a little Madder Lake with Poppy Oil and point on flat with small red sable rigger after the hand has been powdered. Use considerable quantity of oil so that the color will be very pale.

◆ ◆

Read Association News

Merchants Record and Show Window,

Asked and Answered Department:

Kindly inform me regarding the "classes" in the recent I. A. D. M. contest. For example there is a first prize awarded for class 6, and also a first prize for Limit class 6. What do you mean by "limit class"?

Thanking you in advance, I am,

H. H., Dallas, Texas.

Answer—Realizing that display men in smaller cities do not have the material, merchandise, fixtures and expense money to work with that men in the larger stores have at their command the Contest Committee of the I. A. D. M., provided for them in what is called the "Limit Classes." Points count just the same as in the Open Classes.

We refer you to April, 1916, number of Merchants Record and Show Window. See article by P. W. Hunsicker, page 44, and rules governing contest, page 45.

◆ ◆

Good Mounting Paste

Merchants Record and Show Window,

Asked and Answered Department:

I have great use for a good mounting paste. Could you suggest one?

J. H. K., Fort Wayne, Ind.

Answer—Add to 250 c.cm. concentrated gum solution, 2 parts gum to 5 parts water; a solution of 1 grm. sulphate alumina in 20 c.cm. water. Alum does not answer the purpose as well. The addition of the sulphate is very effective, in that the gum is not so readily softened by moisture, and besides, wood can be fastened to wood by means of it. Its adhesive qualities are, in general, greater than those of pure gum arabic.

◆ ◆

Geissinger Type Outfit

Asked and Answered Department

Merchants Record and Show Window, Chicago, Ill.

On page 59 of the September Merchants Record and Show Window, I notice advertisement featuring alphabet type for show cards and price tickets. Will you kindly give more information concerning same and state whether the outfit is a practical buy. Thanking you and expecting to read your comment in next issue, I am,

Very truly,

J. B. S., Oklahoma City.

Answer—The type printing outfit to which you refer is indeed practical and is used by many of the largest department stores in the country. It is manufactured by W. T. Geissinger, 82 Sixteenth avenue, Long Island City, New York, and this journal heartily endorses the many testimonials of its true value. In and about the city of Pittsburgh more than 800 retail stores use Geissinger Printing Type outfits and its popularity is by no means limited to the alove mentioned locality. The writer has had occasion to discuss the merits of the Geissinger Printing Type outfits and he is in a position to say that Mr. Geissinger, the patentee, has reached the "acme of perfection" in this particular outfit.

◆ ◆

Join the I. A. D. M.

Asked and Answered Column,

Merchants Record and Show Window:

Will you kindly inform me regarding submitting photographs to your journal? Do you reproduce photographs from display men not members of the International Association of Display Men?

J. B. D., San Diego, Calif.

Answer—Yes. We would suggest that you join the I. A. D. M. and derive the many benefits afforded by such association.

◆ ◆

Card Writing Courses

Merchants Record and Show Window.

Asked and Answered Department:

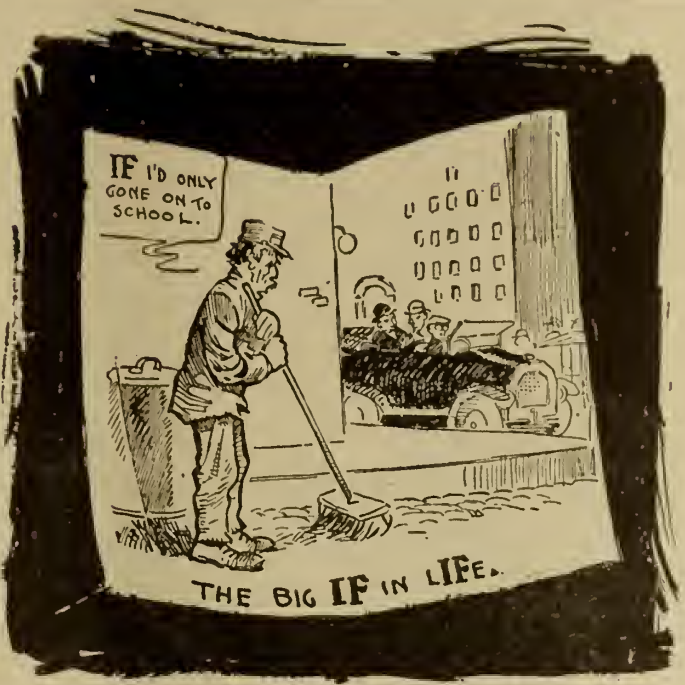
I have been reading your journal for five years and it has been a great help to me in my work. Would you kindly advise me through your Asked and Answered column where I can get the most up-to-date show card writers' course. I refer to correspondence course.

H. R., Idaho.

Answer—With pleasure and full knowledge of the excellency of their courses, we recommend that you write the following schools:

The Koester School, 215 So. Market St., Chicago; International Correspondence Schools, Scranton, Pa.; Detroit School of Lettering, Detroit, Mich.

The Big IF In LIFE


IF I'D ONLY GONE ON TO SCHOOL.
THE BIG IF IN LIFE.

Cartoon from the Chicago Tribune

IF I'd Only Gone to the KOESTER SCHOOL

Don't delay for a moment taking advantage of the training that you can procure ONLY at The Koester School.

Don't make it possible to ever say to yourself in later years —"If I'd only gone to the Koester School I would now be making two or three times as much money as I am."

The Combined KOESTER & ECONOMIST SCHOOLS

The success of over 9,000 graduates from our combined schools is the best possible proof that you, too, can succeed under our thorough system of training.

The Koester School acquired the Economist Training School of New York in May this Year. The combined resources of the two schools now offer many added advantages in equipement and enlarged course of study.

We have also added to our Faculty, Mr. Carl Meier former vice-president of the International Association of Display Men and 3 times winner of highest awards for his show card work.

Unprecedented Demand for Displaymen

You will find that NOW is your great opportunity to study window display, advertising and card writing.

There are not enough expert display men to supply the demand.

Salaries have increased 25% in the last year.

There are generous incomes awaiting for those who prepare themselves to do efficient work.

YOU CAN GET YOUR EXPERT TRAINING AT

The KOESTER SCHOOL

With which is consolidated the Economist Training School of New York

215 South Market St. **CHICAGO**

THE INSTRUCTION DEPARTMENT OF THE

Dry Goods Reporter.......................................Chicago The Drygoodsman......................St. Louis
Dry Goods Economist....................................New York The Pacific Coast Merchant..................San Francisco

HARDWARE WINDOWS

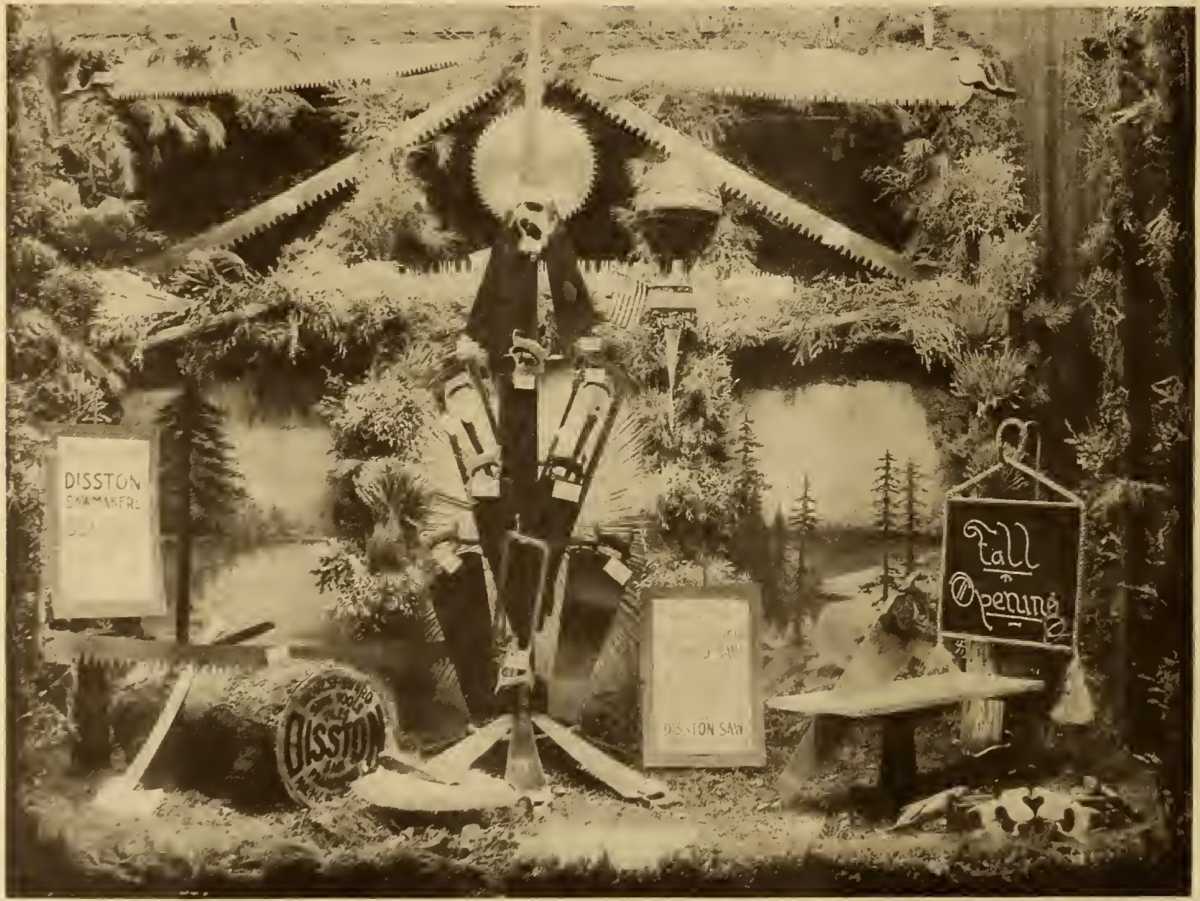
Are You One Of The Many Who Neglect The Showing Of Hardware?—Attractive Hardware Display As Important As Displays Of Other Lines Of Merchandise

WHILE it is evident that a few display men, either intentionally neglect the showing of hardware in the windows or fail to appreciate the fact that such a display has a claim on window space, the fact remains that there is no window display that will yield better profits than this same hardware display. Hardware windows have been, and a great part are neglected, but undoubtedly this fact may be accounted for by the absence of a clever window man in many stores. As stated above, there are some full-fledged display men who fail to do justice to this particular line of display but among the rank and file—very few. The reason for poor hardware windows may be found in the merchant or his manager. It seems that hardware men find it difficult to get away from that old method of crowding the window with a miscellaneous lot of merchandise. And that isn't all. Often this conglomeration is left in the windows for months.

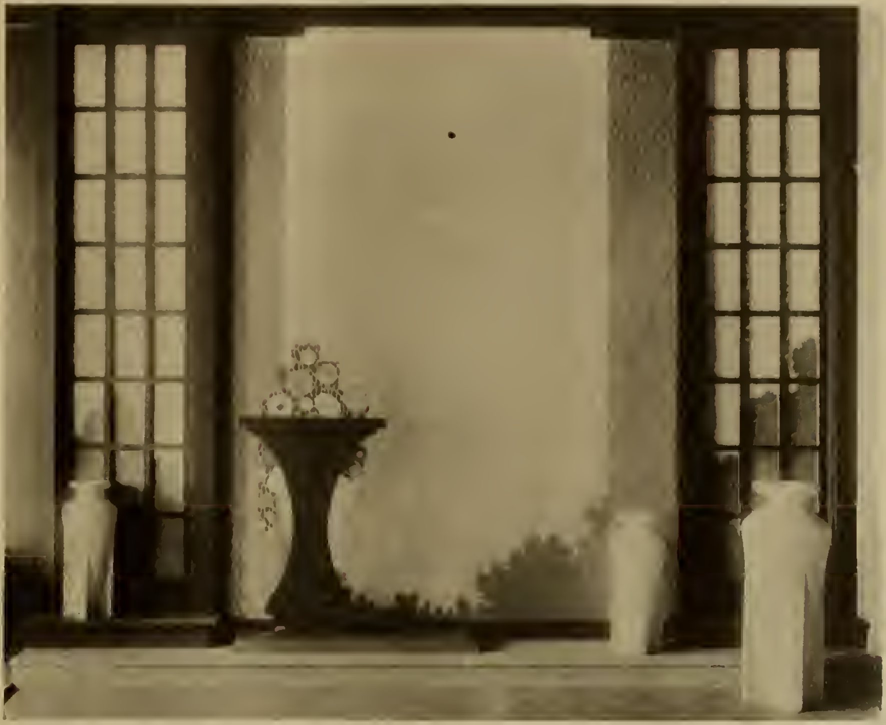
It cannot be denied that the principles of merchandising are practically the same in all lines and the importance attached to the show windows by other merchants should be no greater than the importance given them by the hardware man. Hardware windows have improved wonderfully during the past five years but there are still many that have yet to attach the true value of the display window to successful merchandising.

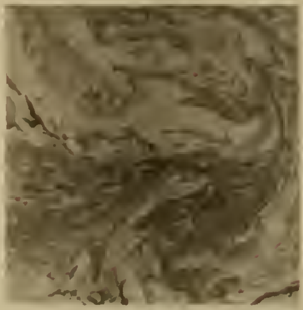
The hardware store has a wonderful opportunity to get rid of odds and ends or of old stock or goods upon which sales are small. There are always people who are in need, and a window carefully arranged is bound to attract the passerby. A window of mouse traps, dog- collars, et cetera, if properly arranged against an attractive background will produce big results, and we are referring here to a window of ordinarily slow sellers. What can be done with the goods of greater demand can be easily judged. And the expense attached to successful hardware windows is indeed not great. The expenditures for fixtures need not be much but of course should be sufficient. The same applies to decoratives.

Like in other stores the importance of the needs for the various seasons must be heeded, and at this time the hardware man should be laying his plans for the Christmas season. Holiday sales, to a great extent are governed by the quality of the displays.



HARDWARE DISPLAY BY W. L. FULTON FOR MANCHESTER HARDWARE CO., MANCHESTER, N. H.

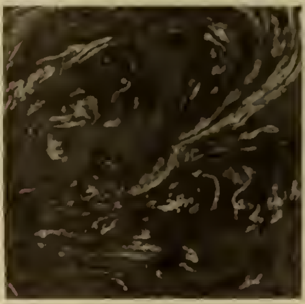




FLOOR COVERING

We show here above and below halftone of a very practical and good looking floor covering. These blocks are made of Upson Board. Size, 12x12 inches and beveled. We give them a coat of paint on back to keep out moisture. Surface done in any color to match window decoration, in beautiful marble effect.

Price, net, $12.50 per 100.

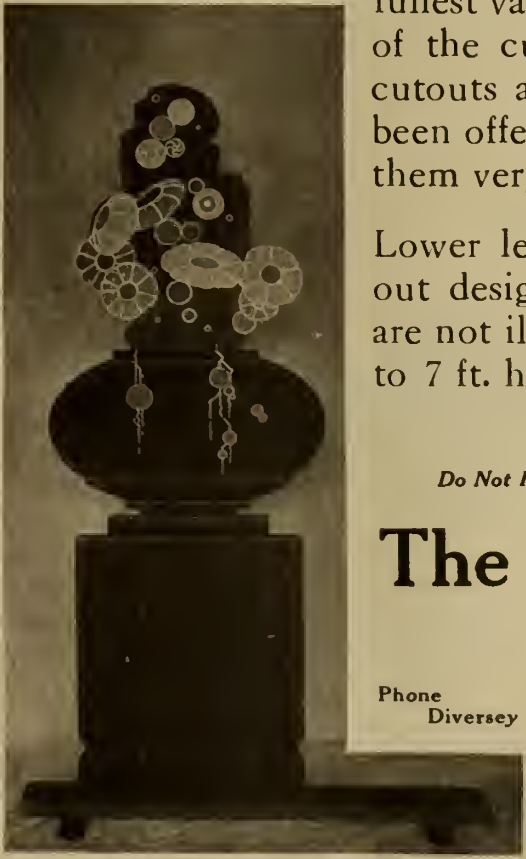


ABOVE illustration will show just how attractive and good looking The Bodine-Spanjer Co. backgrounds really are. The neat, clean-cut simplicity will make the merchandise stand out to its fullest value. Note the effect of the cut-out design vase and flowers. These cutouts are the neatest and best that have ever been offered for sale heretofore and you will find them very practical.

Lower left halftone shows another style of cut-out design and we have many more styles that are not illustrated here. These cut-outs stand 6½ to 7 ft. high.

Price, $15.00 Each.

Do Not Fail to Visit Our Show Rooms and Studio When in Chicago



The Bodine-Spanjer Co.

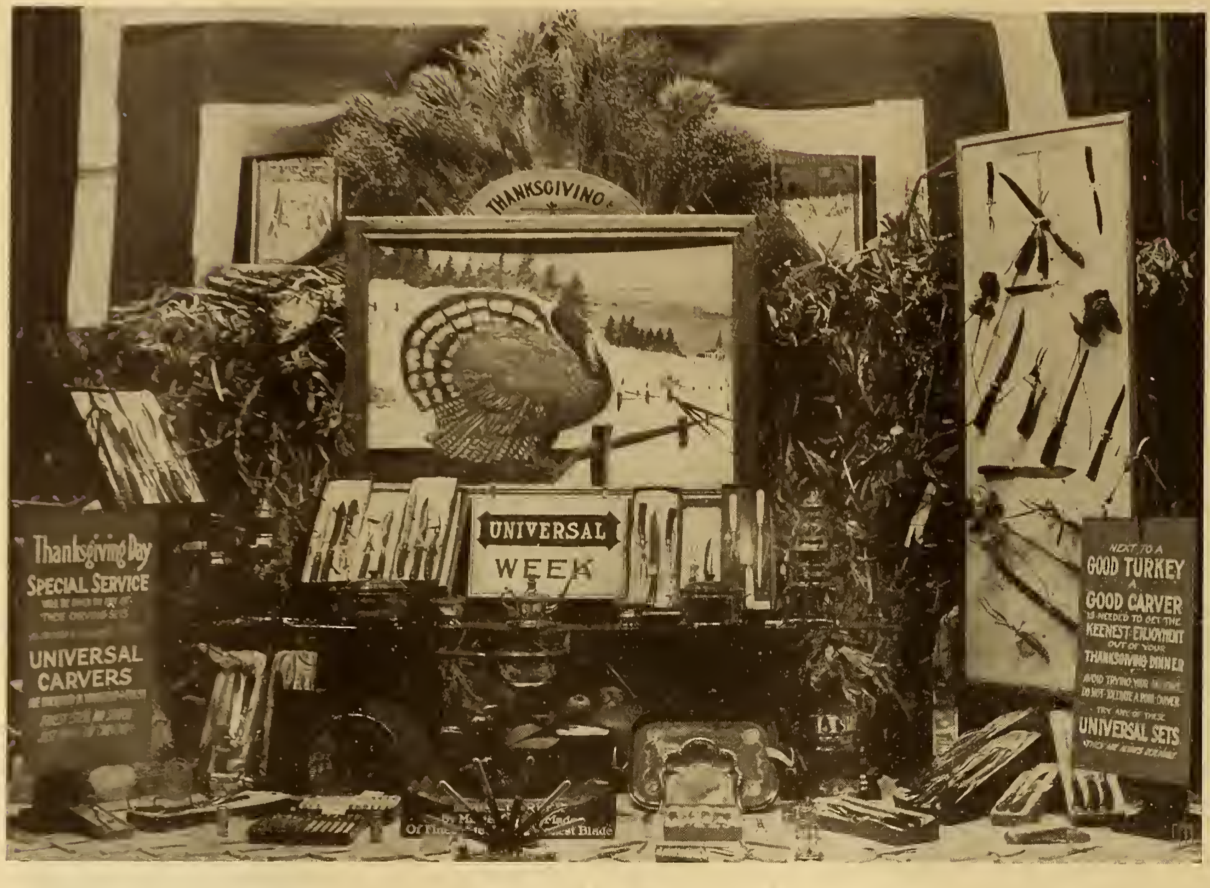
Designers and Manufacturers of Decorative Backgrounds for Show Windows

Phone
Diversey 2585

1160 Chatham Court, Chicago

To get to our studios, take Larrabee St. car, on Dearborn St. (down town), go north, get off at Division St., and walk one block west to Chatham Court.

MR. GEO. A. SMITH, Eastern Representative
1777 Broadway, New York City



HARDWARE DISPLAY BY W. L. FULTON FOR MANCHESTER HARDWARE CO., MANCHE

Reproduced on these pages are two good examples of hardware displays, the work of W. L. Fulton for the Manchester Hardware Store, Manchester, N. H.

The "saw display" was placed in a window twelve feet long and seven feet deep with hard wood polished floor and background of solid mahogany. The background for the display was first built on a pine board frame and covered with pine twigs, wheat, oats,, barley and flax. The panels were painted by Mr. Fulton, while the sun-burst of orange, yellow cheese cloth was also his work. The edges of the windows were lined with hemlock twigs while the bottom was covered with pine needles. The balloon hung on a fine string and three flags set at triangular points in a basket waved continually from the breeze of a concealed electric fan.

The background of the "turkey window" was made of corn stalks with an occasional showing of red and yellow ears. There was a mass of vegetables in the center of the floor, and wheat, oats, flax, rye, and barley were also used in abundance. The picture was a Vermont scene and painted by Mr. Fulton.

✕ ✕

ATTENTION GETTERS

HERE is a little stunt that has become popular and attracts many people to the display windows. It was supposedly first introduced by a New Jersey merchant.

To the ribbon of "mercury" in a large dummy thermometer in his window he attached a cord run over eyelets and fastened to an oscillating fan. As long as the fan was turned away from the thermometer the mercury column in the latter's "tube" registered 100 degrees F., the prevailing temperature the day the display was installed.

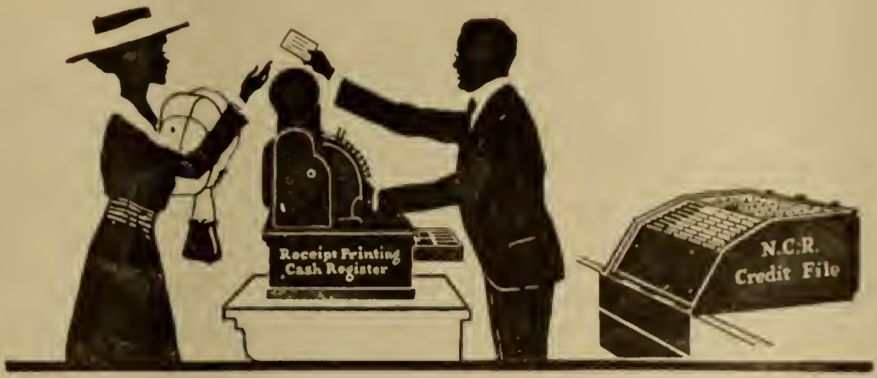
As the fan turned and poured its breeze on the thermometer, the mercury appeared to run rapidly down to 50 degrees, where it remained as long as the fan pointed that way. A moment later the fan turned away and the mercury popped back, only to be driven down again by the fan on its return trip.

✕ ✕

CENTRAL DELIVERY SYSTEM

EXPLAINING the advantages of the central delivery system, and urging the local grocers to utilize it as a means of reducing their business costs, J. J. Ryan, national secretary of the Retail Grocers' association, spoke at a special meeting of the merchants of Fond Du Lac, Wisconsin.

The central delivery system, he said, is spreading to all parts of the country, and it is only a question of time until all cities of any size will have adopted the plan. Mr. Ryan declared that the grocers can effect a very large saving by means of the central delivery scheme.



Prepare now for a big fall business

The merchant who supplies the needs of the community and who gives quick service at a fair profit is "doing his bit."

He is serving the public interest and is entitled to the patriotic support of those who do the buying.

An electric National Cash Register and the new N. C. R. Credit File give the retail merchant a complete storekeeping system to meet war-time conditions. This system —

(1) enables the merchant to give quick service.

(2) protects him against the mistakes of inexperienced clerks taking the place of those who have gone to the front.

(3) forces his new clerks to be accurate, and enables them to start right.

(4) gives the merchant an accurate record of every transaction, cash or charge.

(5) protects his customers.

(6) gives a receipt or sales-slip which says "Thank you" to every customer.

GROCERY
DRUGS
HARDWARE
BANK
BOOTS & SHOES
FURNITURE
CLOTHING
GROCERY
DRUGS

Adaptable to all kinds of retail stores and to the service of the people of all nations

Old cash registers repaired, bought, sold, rebuilt and taken in exchange for new registers.

Dept. 174 National Cash Register Co., Dayton, Ohio

Please send me full particulars of the up-to-date National Cash Register and the new N. C. R. Credit File.

Name______________________________

Address______________________________

Business______________________________

Merchants: install this up-to-date N. C. R. System at once and share in the present prosperity

MOVEMENTS OF DISPLAY MEN

GILBERT A. SMITH has accepted a position as display manager for the S & S Company, formerly Dambach Mercantile Co., Ellwood City, Pa. He was formerly with the Andres Company, Evansville, Indiana.

* *

ED. HUGHES has resigned as display manager for Frank Bros. Company, Marion, Ohio, to accept a similar position with Wolf Pollock Dry Goods Co., Fort Smith, Arkansas.

* *

C. P. FREEMAN, formerly display manager for the E. E. E. Shoe Company, Memphis, Tenn., is now employed in a similar capacity for Lou Jones, Fulton, Kentucky.

* *

J. H. HAM is now display manager for Bertig's Store, Blytheville, Arkansas. He was formerly employed at Marianna, Arkansas.

* *

H. W. LIDEHOFF, formerly employed in the profession at Marshall, Minnesota, is now located at Fulton, Illinois.

* *

LOUIS BRILL, who has been connected with Brown's Department Store, Coatesville, Pa., as display and sales manager, has resigned to enter the window decorating profession exclusively.

* *

W. C. CAMP, Wichita, Kansas, has left the profession to fight for his country. He left recently with Battery F, Kansas Field Artillery, for Fort Still, Oklahoma, training camp.

* *

RAY J. TERPSTRA, who for some time has conducted a window decorating service in Sioux City, Iowa, has joined the decorating force of Carson, Pirie, Scott, Chicago.

* *

WARREN F. FOSTER, formerly employed in the profession at Danville, Ky., may now be reached by addressing mail to Mr. Foster, 16th U. S. Cavalry Band, Mercedes, Texas.

* *

J. H. WOOD has resigned his position with Conway, Duncan Company, Paris, Texas, to become display manager for Crook-Record Co., same city.

* *

JACK DARLING is now in charge of the windows at Oppenheim, Collins & Co., Brooklyn. He was formerly assistant to A. D. Hopkins, Gimbel's.

ANDREW F. ISEMAN, for a number of years in charge of the windows of the H. Batterman Co., Brooklyn, and who has for some time been taking care of administrative duties in the store, has gone back to his former post, following the resignation of Thorkild Larson.

* *

HARRY H. HEIM, display manager for Marston Company, San Diego, California, has returned to San Diego after a business trip to Chicago and New York.

* *

H. H. KLEINMAN, who was formerly with the H. Shapiro store, New York City, is now display manager for the New York Department Store, Miami, Florida.

* *

A. E. BENJAMIN, display manager for Oppenheim, Collins and Co., New York, has returned from a fortnight's vacation at Atlantic City.

* *

F. G. SCHMELL, display manager for the Greenhut Co., New York, is again back on the job after spending a well earned vacation at Budd's Lake, N. J.

* *

R. T. WHITNAH, recently with the Pugh Store Company, Chicago, has accepted a position with Crosby Bros. Company, Topeka, Kan.

* *

A. A. FREZIA has resigned as display manager for J. J. Nathan & Company, Beaumont, Texas, to accept a similar position with the Gus Blass Company, Little Rock, Arkansas.

* *

LOUIS C. MOSS, formerly of Brockton, Mass., has accepted a display manager's position with the Goodnow-Pearson Company, Fitchburg, Mass.

* *

CHESTER R. ECHTERNACH, display manager for the Germania Dry Goods Company, Boone, Iowa, and Mrs. Echternach have returned from a three weeks' honeymoon trip spent in Yellowstone National Park, Denver, Ogden, Utah; Colorado Springs and Omaha. Mr. Echternach found time to visit all the big stores.

* *

A. G. CARLSON, Burlington, Iowa, has resigned his position with the John Boesch Company to become display manager for Wittes Drug Store, Burlington.

BEAVER BOARD

PURE WOOD FIBRE

You can't expect Beaver Board results unless this trade-mark is on the back of the board you buy.

The Best Xmas Window You Ever Built

That's what you want this year! Something with the punch and the pull! A window that's irresistible!

Then let loose, go the limit. Don't curb your creative genius. Beaver Board will reproduce your ideas. Xmas plans will soon become real dominating windows when this sturdy board is your ally.

Whether for permanent and beautifully decorative backgrounds that you can redecorate and use over and over again, or temporary forms and cut-outs, Beaver Board is just the thing.

There's nothing flimsy about Beaver Board. That's why it's so economical. It's built up of strong spruce fibre, solid and substantial. Just right for all window decorating purposes.

Let Our Decorators Help

Our Department of Design and Decoration gladly offers suggestions and prepares plans for you. This service includes building and remodeling suggestions as well as window display work. It's a service you'll appreciate. Write for window display literature and samples.

You can buy Beaver Board from dealers in your town.

THE BEAVER BOARD COMPANIES
406 Beaver Road **Buffalo, N. Y.**

Branches in Boston, New York, Baltimore, Cleveland, Detroit, Chicago, Minneapolis, Kansas City, San Francisco.
Manufacturers also of Beaver Greenboard, Beaver Blackboard and Beaverbilt Products.
Distributors in Principal Cities, Dealers Everywhere.

BEAVER BOARD

FOR PERMANENT OR TEMPORARY BACKGROUNDS, CUTOUTS AND DISPLAYS

CATCH PHRASES

SNAPPY EXPRESSIONS FOR SHOW CARDS AND ADVERTISEMENT HEADINGS—SOME ARE ORIGINAL, SOME BORROWED—ALL ARE SHORT AND TO THE POINT AND BOUND TO ATTRACT ATTENTION

SHOES THAT FIT WELL AND WEAR BETTER—LOW PRICE WILL SURPRISE YOU.

* * *

WHO'D EVER DREAM OF SO MANY USES FOR APRONS — CRISP, FRESH LITTLE APRONS FOR 25 CENTS.

* * *

MEN WHO EXPECT TO SECURE SOME OF THESE SHIRTS SHOULD NOT DELAY—AFTER TOMORROW WE CANNOT PROMISE FULL SIZE RANGES.

* * *

DANCING AT THE WATER'S EDGE IS EASY IF YOU HAVE A VICTROLA.

* * *

SO MANY PUNS HAVE BEEN MADE UPON THE WORD "CAN" THAT SOME PEOPLE HAVE LOST SIGHT OF THE REAL SERIOUSNESS OF THE SITUATION—DO YOUR SHARE IN PRESERVING FOOD SUPPLIES.

* * *

THERE IS STILL GOOD PICKING AMONG THE WOMEN'S COTTON VOILE DRESSES—THE DRESSES ARE SELLING AT $3.75 AND $5—A SPLENDID OPPORTUNITY.

* * *

THE AISLE OF OPPORTUNITIES—THE WOMEN'S HOSIERY AND UNDERWEAR DEPARMENT.

* * *

A CRITICAL EXAMINATION WILL REVEAL TO YOU THE SUPERIORITY OF OUR FURNITURE AND VALUES.

* * *

A REMARKABLE SALE OF MEN'S SHIRTS STARTS TODAY—A CLEANING OUT OF MERCHANDISE AT PRICES UNHEARD OF—A CHANCE OF A LIFETIME.

* * *

TODAY IS THE DAY OF ONE HUNDRED SPECIALS—MERCHANDISE WILL BE ON SALE AT THESE PRICES FOR TODAY ONLY —A REAL OPPORTUNITY.

* * *

IN POINT OF STYLE THESE SUITS ARE AS INDIVIDUAL AS ANY THAT HAVE EVER APPEARED UNDER OUR LABEL — YOU NEVER SAW A BETTER COLLECTION OF COLORS AND PATTERNS.

MANY SOURCES OF INSPIRATION CONTRIBUTE TO THE FASCINATING STYLES PRESENTED IN THIS COLLECTION OF SUITS.

* * *

HOURS OF IDLENESS MADE PROFITABLE—THE NEEDLE-SHOP WILL HELP.

* * *

THE BEST OF GOOD REASONS FOR BUYING OUR QUALITY OF SHOES—BUY WITH THE ASSURANCE OF GETTING FULL MEASURE.

* * *

THIS IS A STORE OF RESOURCEFULNESS—CERTAIN TRADE CHANNELS HAVE BEEN RESTRICTED, BUT WE HAVE AMPLE SUPPLIES.

* * *

WOMEN'S FASHIONABLE SUITS FOR IMMEDIATE WEAR, $25—A PRICE WHICH DOES NOT BEGIN TO TELL OF THEIR MARKED INDIVIDUALITY.

* * *

THE ENTIRE FAMILY CAN BE WELL SHOD AT MODERATE PRICES IN OUR DOWN STAIRS SHOE STORE.

* * *

WE INVITE ANYBODY WHO CARES TO DO SO TO VERIFY OUR CLAIMS BY COMPARING OUR GOODS WITH ANY OTHERS AT THIS PRICE IN THE CITY.

* * *

AT THE PRESENT TIME THIS SALE IS EXTRAORDINARY — AT THE PRICES IT WOULD BE REMARKABLE AT ANY TIME.

* * *

EVERY SUIT SHOWN HERE IS TAKEN FROM OUR REGULAR STOCK, MADE FOR OUR DISCRIMINATING CLIENTELE, BUT REDUCED IN ACCORDANCE WITH OUR REGULAR MERCHANDISING POLICY.

* * *

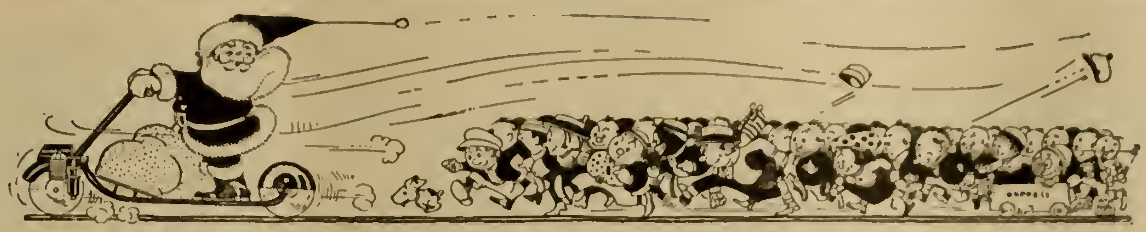
THIS SALE IS ONE OF BALANCED PROPORTIONS—IT HOLDS SOMETHING FOR EVERY HOME, LARGE OR SMALL, FOR EVERY PURSE, FOR EVERY FAR-SEEING PERSON WHO RECOGNIZES WORLD CONDITIONS.

* * *

OUR "BARGAIN SHEET" MAKES ORDERING BY MAIL SIMPLE AND SAFE.

* * *

NEW THINGS FOR THE DAUGHTER WHO IS GOING AWAY TO SCHOOL—AS FASTIDIOUS AS SHE IS VIGOROUS—THE GLASS OF FASHION AND THE MOLD OF FORM.



To Start Your Christmas Business with a Rush—

—send at once for the big Budget of 12 Christmas Plans issued by The Economy Service Company and sent FREE to merchants in towns where our service is not already placed. Postpone planning your Christmas campaign until you receive this Budget and see the ideas developed by this organization for the use of retail merchants. It includes:—

Lithographed Poster
Gift-Folders
Circulars
Show Cards
Contests
Window-Trims
Etc., Etc.
"Movie" Slides
Posterettes
Cuts
Complete Christmas Campaigns
Ad-Layouts
Store "Kinks"
Etc., Etc.

Remember, it's FREE if we have no client in your town!
Send the coupon for it AT ONCE!

Economy Service Company
231 West 39 St - New York City

Affiliated with the Dry Goods Economist

COUPON

Economy Service Co.
231 W. 39th St., New York

Send us FREE the Budget of 12 Christmas Plans as advertised in the Merchants Record and Show Window.

....
....
....

Smilax, for Fall and Christmas Displays

The Smilax crop is wonderfully luxurious this year. Foliage full grown and most lustrous.

PRICES, SMILAX AND MAGNOLIA

Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50

Magnolia Foliage is mighty attractive as a high-class decorative. It will last for weeks when put in the show window or store interior. You can make it into wreaths and use it in combination with Smilax or any of my Evergreens. In cases of six different sizes same as Smilax, and the prices are the same.

I can also supply you with **Long-Needle Pines, Palm Leaves, Grey Moss and Fadeless Green** Moss at reasonable prices.

Natural Palm Leaf

Caldwell, The Woodsman
Evergreen, Alabama

PRESIDENT, HARRY W. HOILE.
Care Loveman, Joseph & Loeb,
Birmingham, Ala.

SECRETARY, PERRY W. HUNSICKER
123 Dwight Ave., Grand Rapids, Mich.

TREASURER, WILLIAM H. HINKS,
John W. Thomas & Co., Minneapolis, Minn.

INTERNATIONAL ASSOCIATION of DISPLAY MEN

GRAND PRIZE TO BUFFALO

THE Grand Prize cup which is awarded annually at the I. A. D. M. conventions to the Branch Association winning the greatest number of points in the contest, seems to have been won by the Buffalo Association. Grand Rapids Association of Display Men have 255 points to their credit, while the Buffalo Association of Display Men now have 260 with two classes still not verified.

Thus members may send their congratulations to Buffalo, one of the "baby" organizations of the I. A. D. M., Buffalo and Des Moines joining just in time to get into the St. Louis convention. They may be "baby" organizations as far as membership in the I. A. D. M. is concerned but they surely are not babies when it comes to doing things. Members of the I. A. D. M. all welcome these new Associations to membership.

It is very disappointing to the Grand Rapids members in loosing out on the Grand Prize cup after it had been announced they were the winners, but to the victor belongs the spoils. There is no one in the Association that will regret this error more than your Secretary. I tried very hard to have everything just right, and get a good clear report from the judges. However, not finding fault, yet a few little slips of the pencil by the judges have given me no end of trouble in locating the owner of a few photographs entered in the contest. There yet remain two classes to be cleared up. It is doubtful if they will make any change in the standing of the points between Buffalo and Grand Rapids Association.

I will gladly say that Grand Rapids Association will gracefully concede the cup to Buffalo and send its congratulations to that Association and its members in having won the Grand Prize cup.

However when the number of photographs that were entered (there being over 1150) is taken into consideration it is getting things pretty well lined up not to have more errors. One of the errors not yet accounted for was a reported second prize winner and credited to "N. H." There was no such non-de-plume entered and the "n" being written in a lower case letter, I mistook this for a "u" and credited and reported it to belong to Fritz F. Johansen. I must now locate the photograph and then determine to whom it belongs. There were very few errors in the reports as they appeared in the trade journals. But all have been straightened out with the exception of two and we hope to have these all cleared a little later.

The contest was wonderful. There were a splendid lot of photos, show cards and drawings entered, and every contestant is to be congratulated upon the quality of his work. It shows the great efficiency of the members of our organization. It is none too early to get ready for the next contest. Potograph your windows as you go along and when the time comes next July you will be ready to enter your best photos and carry home some of the prizes which prove such a high testimonial as to your ability as a display man.

Work is heavy in getting out the new educational matter but I hope to have everything in first class shape very shortly.

Very truly yours, P. W. Hunsicker,
Secretary.

* *

WORKING FOR I. A. D. M.

NEW YORK may look for a big, live representation of display men from the Pacific coast at the 1918 convention of the International Asociation of Display men. Charles W. Morton, display manager for Weinstock Lubin Company, Sacramento, Cal., and an ex-president of the Association has put his shoulder to the wheel and is already rounding up display men in his vicinity and explaining the many benefits to be derived from attending I. A. D. M. conventions, and a big delegation from the extreme west is assured.

Mr. Morton is well known and highly esteemed by members of the I. A. D. M. and the Association is fortunate in having such a fine fellow and conscientious worker handling the convention arrangements for the display men of Sacramento and vicinity.

"ONE FACT IS WORTH A THOUSAND ARGUMENTS"

PRINT YOUR OWN SHOW CARDS AND PRICE TICKETS
WITH GEISSINGER'S NEWEST BRUSH LETTER ALPHABET

PATENTED JANUARY 16, 1917

Looks Just Like Professional Lettering

W. T. GEISSINGER
PATENTEE AND
MANUFACTURER

Spring

THIS IS THE STYLE OF TYPE OF
MY ALPHABET

Offerings

82 SIXTEENTH AVENUE
LONG ISLAND CITY, NEW YORK

"MORE SELLING POWER TO YOUR WINDOW DISPLAYS"

Increase Your Store's Profits

THE surest way to increase your profits is by training your SALESPEOPLE. It means not only an increased volume of business, but an increased percentage of profit.

Untrained salespeople always follow the lines of least resistance, selling those articles that sell the easiest.

The Graphic Instructor Salesmanship System affords your salespeople an opportunity to study the art of scientific salesmanship and apply its application in a practical and profitable way.

A few of the many stores throughout the country now using the Graphic Salesmanship System:

The Hub, Baltimore, Md.
Rothschild & Co., Chicago, Ill.
Maas Bros., Tampa, Fla.
Oppenheim Collins Co., New York City.
Watt & Grant, Aberdeen, Scotland.
Milne & Chiyce, Ltd., Auckland, New Zealand.
G. P. Fitzgerald & Co., Hobart, Tasmania, Australia.
Chas. A. Stevens & Bros., Chicago, Ill.
Harrison and Dalley, Nyack, N. Y.
T. Eaton, Toronto, Canada.

THE GRAPHIC INSTRUCTOR
INSTRUCTION·DEPARTMENT OF THE DRY GOODS·ECONOMIST·
·231-241 West 39 St.—New York·

THE GRAPHIC INSTRUCTOR,
231 West 39th St.,
New York City.

Instruction Dept. of the Dry Goods Economist:

Send us free the 16-page folder which explains how the Graphic Instructor Salesmanship System will increase our profits.

Name ....

....

....

No. of salespeople employed........

....

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS —WITH A FEW CHANCES THEY MAY BE MADE TO APPLY TO ANY BUSINETS—WORK THEM OVER TO SUIT YOURSELF

More Fresh Dresses Special This Day, $9.95—The buyer has just returned from the market and during the past few days we have been receiving and placing on display a hundred or more new dresses. They are ready for you to see today, particularly these at $9.95. With so many, being specific is out of the question. However, the broad selection is evident. The collection offers dozens of styles in answer to your particular needs.

Skirts, 3,000, *New Today, Sizes* 14 *to* 20 *Years,* $1.95 *Each,* $3.75 *to* $5 *Grades*—Broken groups from the season's stocks of a large manufacturer; 18 models; washable; made so well that few—if any—will require alterations; all have gathered backs; some button down the front; have wide girdles or lovely patch pockets. Linen, gabardine, cordeline, ratine, eponge novelty woven and printed cottons and fancy weaves; white and figured. 35 to 39 inches long, 23½ to 30 inch waist bands. A wonderful lot at $1.95.

Some Remarkable Dresses for Little Girls, 55c—You couldn't begin to have such little dresses made for this small sum. Of pink, blue or tan chambray of a fine, soft quality with a collar and cuffs of striped gingham and a wee bow of black velvet. The skirt is laid in deep pleats, the detachable belt slides through loops and there is a generous hem—all points that add to the cost of a dress. In sizes 2 to 6 years.

Here Are Smocks, for Gardens and for Camps—Any one would feel decorative and pleasantly picturesque in such pretty smocks as these. The one sketched is of white galatea with a collar, cuffs and belt of blue, green or yellow hop-sacking. The belt extends only across the back, and where it stops the smocking, in color to match, begins. $2. Scores of other pretty smocks in soft blues, greens and deep rose with white collars, cuffs and smocking. Practical for roughing it are the smocks of khaki or of tan cotton crash striped with rose or blue. Prices start at $1.75 and range upwards to $2.75.

Disposal of High Class Blouses, Fine Silks and Georgette Crepes. $2.89 *for* $5 *and* $6 *Values*—Far more of the six dollar values than of the lower price, and almost fifty lovely styles included. Dress Blouses mainly, especially suitable for summer wear, and not an old style in the lot. Fresh, clean merchandise, but styles that we shall not re-order and that are priced now for a quick out-go to the woman who is completing her summer wardrobe. Those of Georgette crepe are chiefly in white and flesh pink; some with fine tucks and hemstitching; some with worsted embroidery; some with silk shadow hand embroidery in quite elaborate designs; some with multi-color lazy-daisy work; many lace trimmed. Those of crepe de chine include white, flesh, peach, etc. A very good model has detachable vestee and collar of white organdie, double fabric, large pearl buttons. One has a plastron front applied in scallop design with hemstitching. A satin Blouse, fine wash quality, has sleeves, collar and vestee of Georgette crepe in the same tone. Some dainty lace Blouses are combined with chiffon cloth, either flesh pink or shades of blue, brown, beige, etc. One combined chiffon cloth in suit shades with silk shadow lace and fine Oriental lace collar and vestee. Another of allover shadow lace, point de Paris pattern, has chiffon cloth frill on collar and beaded and embroidered vestee.

Women's Sweaters in a Bright Gathering are all ready to slip into, and go away for the holiday. A riot of color and many, many styles are to be found here. Wool, fibre and fibre mixed have prices that go from $3.75 to $13.75. Worth noting are especially pretty sweaters of Shetland wool in gay colors with collars and cuffs of white or gray brushed wool. $5 and $5.50.

Satin-back Black Velvet Ribbons for Hat Bands and Girdles—A revived fashion, but one always good, always conveying a special touch of becomingness. These are ribbons of excellent quality, in just the wanted widths. 3¼ inches wide, 49c a yard; 2¾ inches wide, 45c a yard; moire hair-bow ribbons, 19c. Handsomely patterned moire ribbons with wide satin borders. Full 4¾ inches wide. In light blue, pink or white, good body that will stand the necessary re-tying of hair-bows. Regularly 25c a yard.

Silk Stockings at $1—Special offer of 3,168 pairs. Clocked, ribbed, embroidered, plain, striped stockings, all sorts, every color one could think of. So many different kinds at this price that any one could match almost any dress, or any taste, and, best of all, every single solitary stocking is well made, of beautiful fine silk, sheer and good looking, reinforced at soles of feet and knees, making them last long. All sizes in the collection, but not all sizes in every color.

Continuing the Exhibit of Autumn Footwear—Again we are mentioning this exhibit of autumn footwear. If you have overlooked it or missed attending it let us remind you once more that it is well worth a visit to the store. Authoritative and beautiful footwear for the new season is being shown in a variety unprecedented at this early stage. Since last week more new styles have arrived and it gives us pleasure to mention them in brief detail here today. A lace boot in the sand color has shield tips. It is hand made. The price is $16. A silver gray lace boot. It has French ooze calf tips. Very high arches, French heels, $15. White kid boots, trimmed in patent kid, sell at $15 also. Hand finished welt soles, very high French arches. Black glace kid boots with welt soles and full leather Louis heels are marked $12.

Another of Our Famous Table Sales of Shoes; Pick and Pay $1.95—"To gild refined gold, or to throw a perfume on the violet." That, says the Immortal Bard, would be "ridiculous excess." We feel something like that regarding the table sale of shoes. You are familiar with these occasions. Other events of similar nature have established them in your mind as money-savers beyond peradventure. We shall let it go at that. Here are the offerings for today: Women's low shoes of patent kid skin—pumps with hand-turned soles and Louis heels, lined in white, $1.95. Dull kid skin pumps with street soles and leather Louis heels. Patent leather pumps with street soles and smart Colonial buckles, $1.95. Patent kid strap slippers with flexible soles, very soft and dressy and comfortable, $1.95.

Men's Affairs!—600 *Silk Ties, Special at* 39c—There are six hundred of these ties, bought by our own representative in New York just a week or so ago. They are very beautiful ties in patterns and colors seldom found at anywhere near this price. The silk is a soft foulard, easily knotted, firm and serviceable—especially appropriate for hot weather wear. They are full length and well made. There are dots, stripes, checks and a dozen other effects for which we have no names.

"I'm Sure to Need at Least One Silk Dress," Say Most Young Women when they pack their week-end or going-away bags or suit cases. And a silk frock is so useful—if it is in a dark color it's useful for traveling and a light color comes in well for afternoon occasions. A little group of taffeta crepe Georgette and crepe de chine dresses, now marked $10 and $12.75, are particularly good values for the prices. There are light and dark shades, many charming models and all sizes from 14 to 20 years, inclusive.

Skirts for the Larger Woman Who Is Wearing White—Tailored by a man who makes a specialty of cutting these sizes in white wash skirts and who is most successful at it. This is a new shipment of certain styles women liked so much that we decided to reorder them. Sizes go from 31 to 38 inches waist measure, and the prices are all special. Some larger women prefer skirts that button down the front; some like the side fastening; gathered back are another disputed feature—so some of these skirts are made on way, some another. Fine shrunken gabardines, Russian cords, English piques, three styles in Irish linen and a pretty black-and-white woven stripe gabardine, guaranteed washable. Prices from $3.75 to $7.50.

All the French Millinery Is Greatly Reduced—and with it, practically all the finer hats in the Gray Salons. So carefully have they been kept in the dainty cases and deep drawers, that they are in very good condition. There are charming models, with not a thing the matter with them save that the right woman for each hat has not so far appeared. (Perhaps she has, but did not wish to pay the early season price!) They are dress hats chiefly, in lovely colors and black. They are distinctive in every way. And there is, of course, but one of a kind. Prices start at $10 for the fine domestic hats.

"PALRUBA" Floor Covering

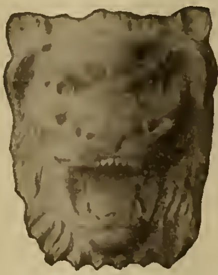
A reproduction of a Hard Wood Floor made on BURLAP Body like Linoleum.
Can be used to decorate the Floors of your Show Window and will Harmonize with any display.
Made 72 inches wide.

Write For Samples

PALRUBA MFG. CO.

24 W. 23d Street **NEW YORK**

While Planning Your Holiday Windows



Consider What LIGNINE (WOOD) CARVINGS Will Do For Them

They will add greatly to their appearance. It will pay you well to consider the use of LIGNINE (WOOD) CARVINGS as the ornamentation of your Holiday Windows.

Will simplify your work, Are easily attached.

Costs but little — will make your WINDOWS LOOK GREAT.

If you carefully study the designs shown in our catalog, they wil SUGGEST to you Ideas, which when carried out on the backgrounds and screens, will make your Windows striking Windows Beautiful.

In our No. 8 catalog you will find Capitals, Pilaster Capitals, Brackets, Shields, Scrolls, Heads, Drops, Corners, Claw Feet and designs of the Old Periods.

SEND FOR IT AND A FREE SAMPLE.

Ornamental Products Company

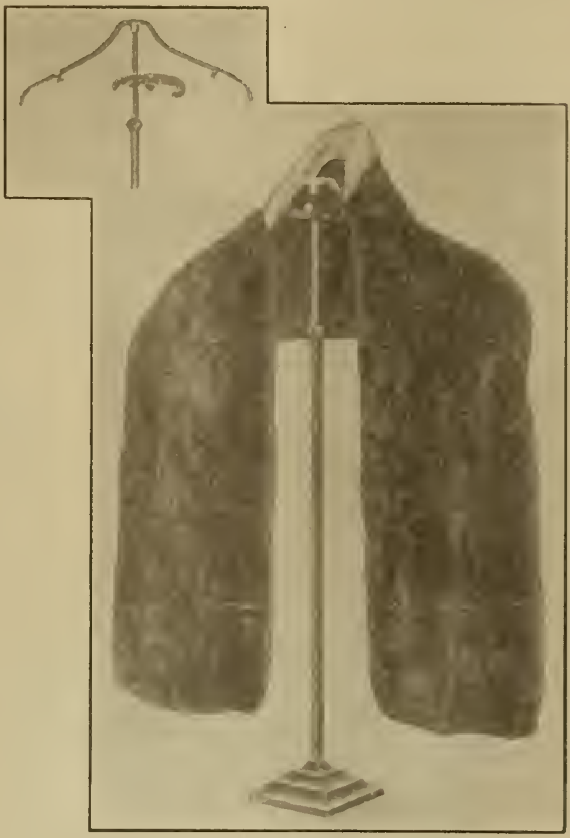
52 Fourteenth Ave.

Detroit, Mich.

Palmenberg

GREAT FUR SEASON EXPECTED

Get ready with proper fur-display equipment for window salesmanship.



No. 86P

STAND FOR LONG BROAD PIECES

Standard square tubing; handsome Colonial base to match. Adjustable semi-circular bracket, (see small cut). Sets off neck part. Adjustable extension side-arms support shoulder parts. Extension standard gives proper height for graceful hang.

In addition we offer several new stands for various styles. Muff stands, brackets, hangers, racks, etc. A great variety of novelties and staples.

CATALOGUES OF ALL DEPARTMENTS OF OUR BUSINESS SENT PROMPTLY UPON APPLICATION

J. R. PALMENBERG'S SONS
63-65 WEST 36th STREET, N. Y.

Boston: 30 Kingston St.
Baltimore: 10-12 Hopkins Pl.
Pittsburgh: 723 Liberty Ave.

Fashionable Women Are Asking for Dresses—And here they are—Satin dresses, in navy blue, taupe and brown, with white satin collar edge with crepe georgette, and vestee front of the crepe. Price $16.50. Then there are new serge frocks, in black, navy blue and dark brown. Loose-line plaited models, long-waisted effects with plaited skirt and tunic styles. Prices $15.00 to $20.00.

Fashions of the New Fall Dresses—Filmy georgette crepe is combined with metal embroidered crepe and net. Some rather plain satin gowns have collars and cuffs of heavy lace. The new tunics are sometimes short in front and end in deep points below the skirt. Broad black silk braid is used on charmeuse tunic dresses. A gray panne velvet dress has large cape collar and satin frogs. A blue panne velvet coat with broad fur border has a black sash and a skirt of black satin with tiny pleats. A straight lined dress of greenish blue velvet has pale wool embroidery. A red satin frock with square neck has a winged skirt and heavy dull blue embroidery. There are no two alike of these dresses, and the crystal cases are filled with them by scores, besides plenty of georgette crepes in every lovely autumn shade you can think of; and plenty of the fine serges. Prices are $38.50 to $125.

Women Are Delighted with Our Autumn Suits at $25—It is really remarkable, the quality, the style, the tailoring, the fineness of the cloth, in these suits. The style is shown in the sketch, but you cannot appreciate the quality until you see the suits. Of wool poplin, the coat in finger-tip length, lined with satin; large velvet collar; smart strap-belt across the back. In black, blue and dark brown—$25.00.

New Arrivals Prove that Skirts Are Narrower—Fashion authorities have been predicting this for some time, and most women will welcome the change. There is plenty of room for walking in the new skirts, but long steps won't be hampered by excessive fullness. A gay wool plaid in green or blue has an overplaid of white and two patch pockets with oddly cut flaps. $6.75. A cheviot velour with a smaller check is to be had in Burgundy, plum and blue; it is gathered across the back and topped with a wide belt. $7.75. Poplin, that practical, long-wearing material, is used in a plain tailored skirt admirably suited to business wear. In navy in sizes 24 to 30 and black in sizes 31 to 34 at $5.75.

The Glorious Autumn Silks—The variety is immense. You will find the new silks of the season in a delightful variety and you will find the old favorites in the most satisfactory showing. The high luster surface, as well as the rough finished material, silks which have been so popular for the last few seasons.

First Autumn Showing of New Silks in Oriental Designs—Latest of fashion ideas for Fall are these vividly beautiful printed silks that look as though they had stepped out of a picture of the Far East. The designs are very odd and quite different, and they will be used for coat and evening wrap linings, draperies, waists or fancy work. Sometimes chiffon or georgette crepe is suggested to veil the brilliant colors. In presenting these silks for Fall we are offering the finest assortment of them to be found. In 30 and 32-inch widths, $2 a yard. In 36-inch width, $4.50 a yard.

New Coats Are Proud of Their Broad Fur Collars—So wide are the collars on three new coats of velour that they take on the proportions of little capes, and oh, how warm and cozy they will be when cold winds begin to blow! Young women bound towards schools and colleges have to think of that now. A velour coat in black, Burgundy or gray has a pleated back, a belt all around and a deep cape collar of coney fur. It is half lined and marked at $22.50.

There Are Some Very Smart Hats Among the Sports Millinery—Furry velours, soft felts and velours combined with velvet are among the charming models to be seen. Crowns are high, if anything, and wide—and wider—and may be bent in any number of becoming ways. From pearly grays to deep blues runs the color range, and there are no end of delightful between shades, to please every woman. Great, flat, silky bows, loosely tied, jaunty quills or feathers, wool flowers and bands are among the trimmings. $10 to $25.

Ready Today Is Some Charming New Autumn Millinery—New velvet hats with satin facings. Velvet hats with burnt coque edges. Rolled sailors of satin with coque edges. Hatter's plush hats with burnt coque ornaments or with little knots of gay flowers and ribbons. Sports hats of velour with velvet bands. All these hats are extremely simple—all their interest being in color and line. Prices start at $12.

New Silk Bodices at $1—Beautiful flesh color silk bodices elaborately trimmed with laces, hand-embroidery and ribbon—some in Crepe de Chine, others in Washable Satin. Plenty to select from, all most remarkably priced.

Now Velvet Appears in the New Autumn Blouses—These lovely blouses are still in their tissue-lined boxes, as we write, but they will be out and all ready for you bright and early today. They are combined with crepe georgette, and some have white satin collars. Also among the late arrivals are printed crepe georgette blouses and others in plain colors, beautifully embroidered and beaded; some are in high-collar styles, and nearly all have a touch of white.

Prices $7.50 to $22.50.

A New Shipment of Georgette Crepe Has Arrived to Sell at $1.85 *a Yard,* which is unusual for this fashionable fabric. This comes in all the newest shades for Fall frocks and blouses; also plenty of black and white. 38 inches wide. *Other Good Silks*—A 38-inch silk crepe de chine in desirable colors, $1.55 a yard. A 40-inch all-silk wash satin in white and flesh, $2 a yard.

New Military Sweaters for Women, with the True Martial Air, $8.95—Olive drab, naturally, of "khaki" as this regulation shade has come to be called. Well knit in mannish rib of zephyr wool, a good substantial weight and trimly finished with military standing turn-over collar. Two pockets. Two styles, one open all down front in coat fashion; the other slip-over, opened with flat band over the bust.

Quite Out of the Ordinary, Silk Petticoats, New, made of better than usual taffeta silks, in prettier combinations of color than one usually finds in silk petticoats at these prices. *Changeable Taffeta Petticoats,* $3.95—One model has 14-inch flounce in deep petal scallops with tiny frill on edge, flounce with pin tucks in deep, narrow festoons. Another has flounce 14 inches deep, top with seven rows of shirring, above hemstitching in zigzag style, foot plaiting over silk drop.

To Wrap All the Little Buntings In—these warm, new coats. Two sturdy affairs are sketched—on the left a militant young person clad in a dark blue or brown cheviot coat with four patch pockets as buttoned and pleated as any Tommy Atkins coat. The lining—gay black-and-white checks—may not come under army regulations, but it will please the heart of 2 to 6. $7.50. The other coat is a gray chinchilla, more pacific in its tendencies. But it has plenty of pockets and fastens close under the chin. $4. These are but two of the many practical and comfortable little coats that are ready in the downstairs store for little girls and boys of 2 to 6. Others are priced up to $12.50.

Fall Walking Gloves, Pique and Cape, $1.50—Sturdy sensible and popular gloves, with those little differences in style that mark the new season to the critical. Pique and cape sewn in white, black, tan, sand and putty. *Fownes Filosette Gloves,* 75c, 85c—For 'tween-season wear we are offering great values in these smart washable gloves.

600 *Men's Shirts at* 79c—These shirts represent the balance of a special collection of shirts recently offered at $1.20. All are in good patterns and colors, but some are a little soiled from handling. It is obvious that the price at which they are offered does not in any way indicate the character of these fine garments.

Pajamas for Fall, $1.20—Well tailored pajamas that were purchased over a year ago, otherwise the price would be much higher. Made of fine quality Outing Flannels in a good assortment of patterns. Remarkable values.

Semi-Annual Sale, Downstairs Wares—China, Glassware, Kitchen and Laundry Supplies—These are just as necessary as the food supplies, the conservation of which Mr. Hoover is urging. Every good housekeeper welcomes the opportunity to buy these useful wares at reduced prices. Despite the constant advance in cost of materials and labor, the result of our early and extensive planning is a collection of hundreds of different lots to sell at considerably less than today's regular prices.

Sweaters for School Girl, New Fall Styles, $5 and $8.95—A very smart-looking sweater comes in a close knit mannish rib, in rose, tan, green or Copenhagen blue. Fancy weave collar that may be worn as a sailor or high roll with V neck, closing to one side, belted back, diagonal pockets, roll cuffs. This is a fine value at $5.

The All-Important Question of School Shoes Is Answered Comfortably and Properly for Growing Feet—Care has been used in the shaping of these shoes that growing feet may not be cramped, and durable leathers that will give the maximum of wear have been selected. Prices are the lowest to be found anywhere for equal quality in materials and workmanship. The Down Stairs Shoe Store is an excellent place for mothers to get acquainted with.

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Washable
Adjustable
Interchangeable

The Culver Service supplies wax figures that are Attractive, Adaptable, Practical and Interchangeable.

Attractive because they are correct representations of the highest types of beauty.

Adaptable to the display of all classes of garments.

Practical in being easily assembled and dressed.

Interchangeable because heads, forms and arms can be used in different combinations and poses.

Write for booklet illustrating these features.

IRWIN G. CULVER CO., INC.
60 E. 8th St. New York City.

A Recipe for Big Christmas Business!

USE Bert L. Daily's Christmas scenic panels, backgrounds and cards. Scenic display is the kind that puts the buying spirit into the public.

DAILY'S SCENIC DISPLAYS do attract business. We have proved it time and again.

THE scenic displays are live, beautiful and snappy in appearance.

OUR new circular, M-10, is waiting for you; send for it.

Bert L. Daily
Advertiser's Bldg. Dayton, Ohio

Have you ever used our ***"Perfect Stroke"*** *brushes and supplies? Send an order and try them. You will be pleased*

SUPERIOR DISPLAYS
"BRING TRADE YOUR WAY"

SUPERIOR
BRASS & FIXTURE COMPANY

New Supplementary Catalog No. 9 for 1917-1918

JUST OFF THE PRESS

Full of New and Original Ideas on Superior Display Equipment—New Wax Figure Poses—Original Designs in Wood Fixtures—Practical New Items in Metal—Up-to-the-Minute Forms—Attractive Valances.

Send Today for This Portfolio of Ideas

Superior Brass and Fixture Co.
318 West Jackson Blvd., CHICAGO

STORE LIGHTING Write for catalog of lighting for store interior and show windows

For Our Advertisers

Distinctive Ornaments

Furniture and ornaments of the Adam period have always been very popular and the characteristics so distinctive of true Adam work is marvelously shown in the carvings and ornaments produced by the Ornamental Products Company, manufacturers of Lignine (Wood) carvings. The Adam characteristics find expression largely in festoons, rosettes, drops, wreaths and ribbons of fine detail and low relief. These are correctly reproduced in perfect detail in the unbreakable Lignine (Wood) Carvings.

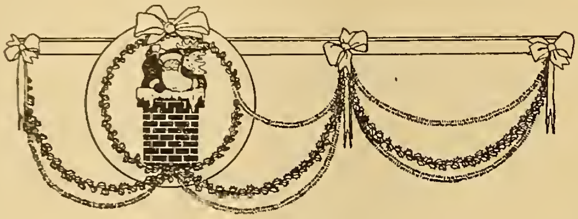
Display men will find these ornaments very artistic, true to the Adam period, and ornaments that will add much beauty to displays.

The Ornamental Products Company, Detroit, kindly submits, on request, full size working blue prints, which will aid the designer in creating furniture and ornaments of the Adam period.

* *

Big Christmas Feature

The Economy Service Company, 231 West 39th St., New York, offers a new Christmas feature in the form of a handsome lithographed poster, in four colors, which should prove very popular with display men and merchants. This poster is made for special use in holiday displays, and is 2⅓x3⅔ feet. It is lithographed on heavy five-ply, smooth-finished cardboard and may be used in scores of different ways.



The illustration reproduced here shows one of these lithograph posters mounted in circle for decorating window backgrounds and store space.

* *

Christmas Flower Book

Displaymen all over the country have learned to look forward each season to the time when Schack's Flower Books are issued. These books always contain many valuable ideas that prove as "thought starters" for every decorative problem. The latest book, "Schack's Christmas Flower Book," is unusually interesting and every displayman should have a copy of it in his possession. Mr. Schack has for years enjoyed the reputation as the "man of original ideas," and this new Christmas Flower Book is another added accomplishment of presenting to the displayman something new to use in his holiday window displays. This new book will be off the press October 25th and will be sent (free) on request, addressed to the Schack Artificial Flower Co., 1739-41 Milwaukee avenue, Chicago.

* *

OVERLAND WINDOW DISPLAY

THE army of New York City window shoppers had something new to attract their attention last week, and the throngs in front of the show windows of the Willys-Overland branch at Fiftieth and Broadway were evidence of the attractiveness of the display.

Those who were able to elbow their way close enough to the window to see what it was all about found a bathing scene as unusual in a motor car salesroom at is was alluring.

The management had placed one of the most beautiful of the Willys-Overland models in the window and surrounded it with figures representing those in the famous Coles Philips Willys-Overland bathing scene, which has been the object of much attention in the leading magazines and on billboards.

The original painting was enlarged until the figures were of lifelike proportions. Those figures were then cut out of the painting, mounted on card board and placed around the car in the same positions that they assumed in the original picture. From the sidewalk the whole scene appears almost real.

It is generally thought, among critics, that this latest Willys-Overland bathing scene represents some of the best work that Cole Philips has done.

* *

IN NEW POSITION

IRVING S. LEVINE, for the past several years sales and advertising manager for the Hincher Manufacturing Company, with offices in Chicago and Washington, Indiana, has resigned to accept a similar position with the Superior Brass & Fixture Company, Chicago. Mr. Levine's connection with the Hincher Company has been marked with unusual success, and it is beyond question that, connected with a concern handling a complete line of store equipment, he will be even more successful.

As a salesman Mr. Levine has few superiors, and the results of his efforts as advertising manager are quite evident to those who are connected with the Hincher Manufacturing Company.

He is well known and highly esteemed by display men, and is a prominent and conscientious worker for the International Association of Display Men.

Mr. Levine will be very glad to meet his many friends when they are in Chicago and invites them to make their headquarters at his office, 316-318 West Jackson boulevard.

* *

OPPOSE COMMISSARY PLAN

THE plan of manufacturers and corporations to furnish food products through commissaries to employes at wholesale prices was attacked recently by the St. Louis Retail Grocers' Association in resolutions as "Socialistic" and a "species of philanthropy dangerous to business."

The resolutions argue that the establishment of the commissaries will tend to create a spirit of unrest in business circles and deprive many business men of profits which, it is declared, rightfully belongs to them.

They contend that while the corporations are not seeking to make a profit under the plan, the retail grocers are not attempting to embark in any public service business which, it is declared, would be the spirit of the movement.

* *

THE display man like all other men have their troubles and many obstacles confront them. It is poor judgement that prompts one to attempt to get away from such obstacles. Rather fight and overcome them. Everyone you knock down will give you confidence to meet the next one.

You Can Match Colors By Artificial Light

If You Will Install In Your Departments BRADLITE THE COLOR MATCHING LAMP

THE unit is portable and complete in itself and is ready to install by simply screwing the attaching plug to any standard electric light socket. There is no upkeep expense and no installation expense.

BRADLITE is an Absolute Detector Where Colors do not Match

Send Trial Order for One Unit *If It Don't Do As We Claim Send It Back*

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WINDOW DISPLAY FIXTURES

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Experience, Service, Satisfaction

and

Reliability

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BRUSHES and SUPPLIES FOR SIGN and SHOW CARD WRITERS

Some 6 or 8 years ago we were practically the only people handling sign and card-writers' supplies in the U. S. A. and today we are the largest dealers in the world catering to the sign and show-card writer.

Blue Handle Brand Brushes

can be found in every up-to-date shop or studio. In spite of adverse conditions we have fortified ourselves with a splendid and uniform line of show-card brushes of the French variety.

Our big new personal circular will acquaint you with the lowest prevailing prices on all staple articles. We invite you to write for it today—NOW.

L. S. STRONG, President,

Detroit School of Lettering

DETROIT, MICH.

Largest Dealers Catering Exclusively to the Letterer.

Price List of Flowers Shown in Natural Colors, on Back Cover

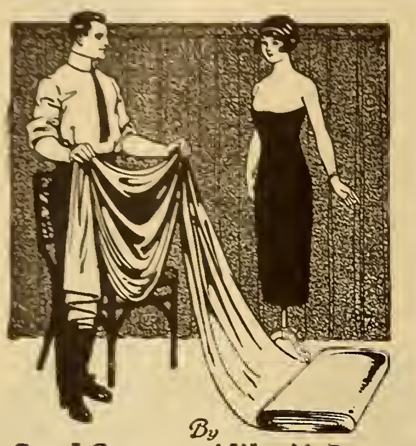
		Each	Doz.
233.	Corner Decoration of green holly leaves,, white edge, red berries and fine sateen poinsettas, 40 inches high and 40 inches wide, branched soft and pliable. May be used as garland or festoon	$3.00	$30.00
241	Pine Cone, trimmed with red immortelles, natural preserved transparent fern leaves and red silk ribbon	.30	3.00
257	Poinsettia Vine of 3 sateen poinsettias and 10 fine leaves. Gross, $22.50	....	2.25
268	Red Foliage Spray, 28 inches long, fireproof. May be had in any other color, such as green, white, etc.	.50	5.00
640	Poinsettia Decoration, fine sateen flowers and red veined leaves. Very effective decoration for ledges and corners of mirrors	2.50	25.00
665	Mistletoe Spray, true to nature. Gross, $18.00	....	1.80
669	Wreath of fine green holly leaves, white edge, red berries, mistletoe and a large cluster of poinsettias, 32 in. in diameter	5.50	55.00
669A	Same as 669, without Santa Claus Face	3.00	30.00
669B	Same as 669A, 22 inches in diameter	2.00	20.00
3005	Bouquet of bronzed pine cones, mistletoe, holly and berries. Just what you want for a corner piece or on a stand	2.75	27.50
3006	A neat basket of mistletoe and bronzed pine cones as illustrated	1.50	....
3008	Spray of holly, mistletoe and poinsettias	1.05	10.50
3009	You cannot beat this bouquet of poinsettias, smilax, holly and berries. It will brighten up any window	1.80	18.00
3015	Elegant basket ready for your window	1.20	12.00

Send for copy of New Catalog showing Christmas Decorations in Colors.

L. Baumann & Co., 357-9 W. Chicago Ave. Chicago, Ill.

KOESTER SCHOOL BOOK OF

DRAPING



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A Complete Treatise on Draping in all its Branches

Nearly 500 pages illustrated with over 1000 drawings and photographs

By Geo. J. Cowan, Will H. Bates, Albert A. Koester, and scores of others of the best informed men on draping in the country.

This Book Contains Instruction on the Following:

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- Color Combinations in Draping
- Displaying Wash Goods
- Examples of Early Drapes
- Complete Window of Early Drapes
- Later Examples of Early Drapes
- 37 Lessons in Draping
- Cylinder Drape
- Slab Drape
- Novel Drapes
- Mummy Drapes
- Box Drape
- Louis XVI. Drape
- Wall Drapes
- Complete Wall Drape Windows
- Bolt Drapes
- Furniture as Draping Fixtures
- Vase and Basket Drapes
- Flower Drapes
- Use of Accessories
- Drapes for Tailors
- Draping on Forms
- Early Shell Form Draping
- Finishes for Tops
- Directoire Shell Form Drapes
- Hipless Drapes
- Panier Drapes
- Full Form Drapes
- Sheath Drape
- Directoire
- Miscellaneous Form Drapes
- Arm Form Drape
- Three Forms in One
- Mermaid Drapes
- Evening Gown Drapes
- Comic Draping
- Panier Drapes
- Flanelette Drapes
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- Live Model Drapes
- The Evolution of a Drape
- Small Town Drapes
- How to Lay Out Complete Windows
- Background Draping
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- German Drapes
- English Drapes
- Australian Drapes
- Danish Drapes
- Japanese Drapes
- Over 100 Complete Windows
- Fashion Doll Drapes

Over 1000 Drapes

This Book is invaluable not only to every window trimmer, but to every merchant and dress goods man who is interested in greater sales of yard goods.

The Dress Goods Man Needs This Book Too

It shows the dress goods man how to drape all yard goods in the window, on the counter and in the store interior. Where the dress goods man is responsible for the appearance of his stock, he will find this book a wonderful help.

This is the only book published on this subject in the world. You can't afford to be without it, if you are at all interested in the sale and display of yard goods.

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This book is not the work of one man but is compiled from information furnished by more than one hundred of the leading window dressers of America.

410 PAGES (7¾ x 10¾)

of solid information on every subject pertaining to window dressing and store decoration.

If you want to know the latest and best methods of Displaying Every Sort of Merchandise you will find this book indispensable.

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The following are a few of the subjects treated of fully in this book: How to plan displays and select goods—How to construct frame work—How to drape—How to create perfect backgrounds—How to paint scenic backgrounds—How to make your own fixtures and use them—How to decorate for all national holidays—How to trim ledges and interiors—How to make plaster casts—How to clean and repair wax figures—How to make decoratives and flowers—How to do hundreds of other things in connection with store decoration.

There is no other book like this. It is of the utmost value to the merchant or decorator. It is indispensable to the most experience trimmer as well as the beginner.

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By Geo. J Cowan

New Window Trimming Book

Every background design is drawn in such a way that any one can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The following is partial list of contents.

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2 Washington's Birthday Windows.
2 St. Patrick's Day Windows.
8 Spring Opening Windows.
12 Easter Windows.
6 Decoration Day Windows.
5 Fourth of July Windows
7 Summer Windows.
2 Horse Show Windows.
16 Fall Opening Windows.
2 Carnival Windows.
3 Hallowe'en Windows.
5 Thanksgiving Windows.
14 Christmas Windows.
16 Period Decorations.
10 Sale Windows.
2 Bas Relief Backgrounds.
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and a variety of general and special backgrounds, making up a total of over 150 background designs, with a number of small detail drawings. Many of the drawings are in colors.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of $1.50. Send, your order in today to

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THIRTEEN CHAPTERS

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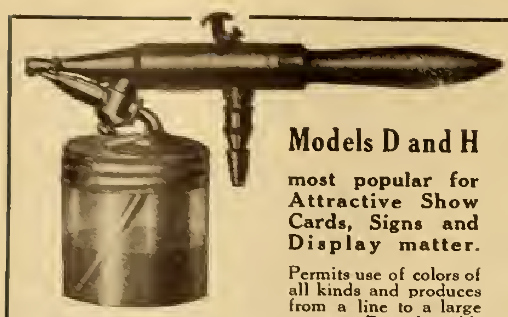

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most popular for Attractive Show Cards, Signs and Display matter.

Permits use of colors of all kinds and produces from a line to a large spray. Paasche Air Brushes made in many sizes for all requirements

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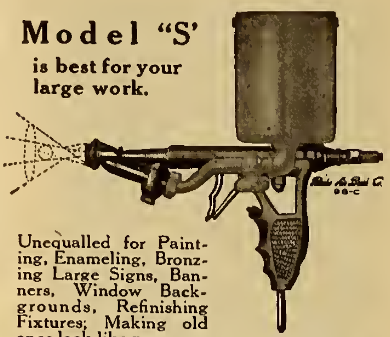
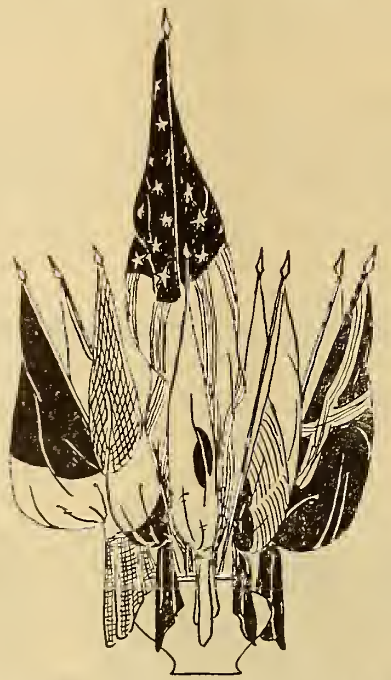
is best for your large work.



Unequalled for Painting, Enameling, Bronzing Large Signs, Banners, Window Backgrounds, Refinishing Fixtures; Making old ones look like new.

PRODUCES UNMATCHABLE EFFECTS
SAVES HOURS of HARD WORK

FLAGS



Flags of our Allies

Splendidly made of brilliant bunting, these flags can be grouped in a stand on their staffs or hung in pennant form.
Nothing could surpass such a flag group as a patriotic decoration.

SPECIAL WINDOW SIZE SET

Foreign Flags 20x32 inches; American Flags 40x70 Inches. SEWED STRIPES, DOUBLE STITCHED, CANVAS HEADING, SUN FAST AND WATERPROOF COLORS.

Complete Set Sent Upon Receipt of $12.50

We manufacture Flags, Banners and Decorations of all kinds.

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Novelty Papers

are what the Successful Business Houses have been using for their window trims. ¶ Send for our catalogue illustrating our Papier Mache Products, Artificial Flowers, Pedestals, Borders, Birds, Etc., Etc.

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for Show-Window Displays

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THE MERCHANT

who wants to make his advertising more effective should read The Advertising World—a magazine of great help to the retail advertiser. $1 the year—and will pay for itself. A sample copy for 7cts. in stamps.

THE ADVERTISING WORLD
Dept. M. R., COLUMBUS, OHIO

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

WESTERN POSITIONS—While present heavy demand for men continues, we will accept, without the registration fee, applications from experienced window trimmers and card writers, willing to accept $90 to $125 a month. Write Business-Men's Clearing House, Denver, Colo.

WANTED—Competent display man and card writer for large department store. Illinois city of 50,000. State age, references, experience, and lowest salary accepted. Address Box 312, care MERCHANTS RECORD AND SHOW WINDOW.

WANTED—Window trimmer, must be thoroughly experienced and high class for a large Indiana department store. Give references, state experience and salary expected in first letter. Address Box 315, care MERCHANTS RECORD AND SHOW WINDOW.

WANTED—Window trimmer and salesman in clothing and furnishings store. Young man of some experience who wants opportunity to develop preferred. Address or call at "The Hub" Clothing Store, Madison, Wis.

WANTED—Window trimmer and card writer for first class hardware store. State experience and salary expected. Address J. M. Herr, 902 Locust street, Columbia, Pa.

WANTED—Salesmen—local and traveling, to sell new window trimming device. Exceptional opportunity for window trimmers with salesmanship ability, to travel and increase their income. Address Box 314, care MERCHANTS RECORD AND SHOW WINDOW.

ADVERTISING MANAGER—Window display man and card writer wishes position in department store in small city in northwest. Now employed. Will make change October 15th. Address Box 313, care MERCHANTS RECORD AND SHOW WINDOW.

FOR SALE—Full size figures of Santa Claus about 5 ft. high, colored papier-mache, shown climbing up a rope. A very effective decoration for store or hall. Price $5.00 each. Apply Dupuis Freres, Montreal, Canada.

WANTED—Position as window trimmer and card writer. Fifteen years department store experience. Can furnish best of references. Am also commercial illustrator. Ill. or Wisc. preferred. Address Box 311, care MERCHANTS RECORD AND SHOW WINDOW.

WANTED—To hear from owner of good business for sale. Send description and cash price. Northwestern Business Agency, Minneapolis. Minn.

FOR RENT—Store room. 22x100 feet, in the heart of Erie, on the principal business street, suitable for clothing or tairoring business. Lease runs to May 1st, 1919. Address Palace Hardware House, Erie, Pa.

FOR SALE—Beautiful Japanese backgrounds and furniture for sale cheap. For six large windows. Anyone interested apply to A. Livingston & Sons, Bloomington, Ill.

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Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.
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Catalog Free 335 Crescent St., Harrisburg, Pa.

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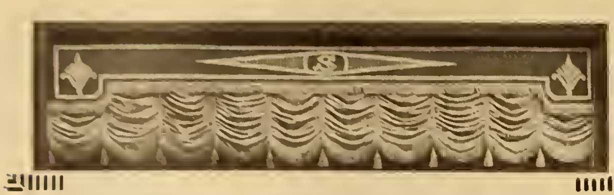
NEW DECORATIVE HOLIDAY
SCENIC PAINTINGS
WRITE TO-DAY FOR NEW CIRCULARS
BER-ZER Studio ... Dayton, Ohio



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Valances and Panels

Austrian Drape Shades a Specialty

Write today for our catalogue and prices

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1250 W. Fourth Street, CLEVELAND, OHIO

$7.00 FOR AN AIR BRUSH

That Meets Every Requirement

Patented March 6, 1917

Practical Air Brushes

—are used by all leading Cardwriters, Display Managers and sign shops, as well as many others, because they are PRACTICAL.

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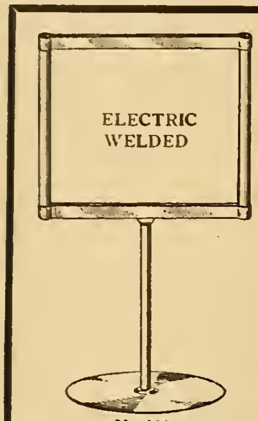
ECONOMY MFG. CO., - 4755-57 London Avenue, CHICAGO



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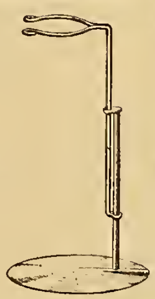
Best and Cheapest Price Card, Stands, Easels, Etc.



"Jaxon" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased. SATISFACTION GUARANTEED OR YOUR MONEY BACK.

No. 1 outfit will clean and refinish 100 forms....$1.75
No. 2 outfit will clean and refinish 200 forms.... 2.50
No. 3 outfit will clean and refinish 300 forms.... 3.50
No. 4 outfit will clean and refinish 500 forms.... 5.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.

HARRISBURG WAX FIGURE RENOVATING CO.,
335 Crescent St., Harrisburg, Penna.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes, Velours. Felts, Cretonnes Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.
410 South Market Street, CHICAGO, ILLINOIS

Collection of Some of Latest and Finest Displays of Clothing and Haberdashery

There has just been published a most valuable book for the displayman handling men's lines. Here is shown the work of many of the best men in the business in every part of the country, including trims in The Haberdasher's National Championship for 1916, shown. Any one of hundreds of ideas worth more than the price of the book. Should be in the "library" of every displayman.

"THE HABERDASHER"

National Championship Displays of Clothing and Haberdashery

DESCRIPTION OF BOOK

This is a big book—112 pages, 9½ x 12 inches—122 halftone illustrations of complete window and unit trims—30 pages of background suggestions, for each month in the year—346 texts for show cards—3 color charts, individual color chart—complete list of college colors, printed on extra fine paper.

PRICE 1.00 PREPAID

Please remit with order

The Merchahts Record Co.
431 So. Dearborn Street Chicago, Ill.

Hess' Holly Cards for 1917

HANDSOMER THAN EVER
HOW MANY AND WHAT SIZES CAN YOU USE?

G. WALLACE HESS
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USE OUR
"RELIABLE SECONDS"
IN
SHOWCARD BOARDS
(WHITE AND COLORED)
AND SAVE MONEY

Samples and prices cheerfully furnished upon application

DOUGLAS WRAY PAPER CO.
INCORPORATED

Largest Exclusive Dealers in Reliable Seconds in Cardboards

PRINTERS BUILDING CHICAGO

THE LATEST

Palms, Florida Smilax, Cycas and Holly in plants, wreaths, or garlands, also Oak and Beech branches, natural prepared, in *red, transparent.*

Our illustrated Xmas catalog, No. 400, will be mailed upon request.

FRANK NETSCHERT
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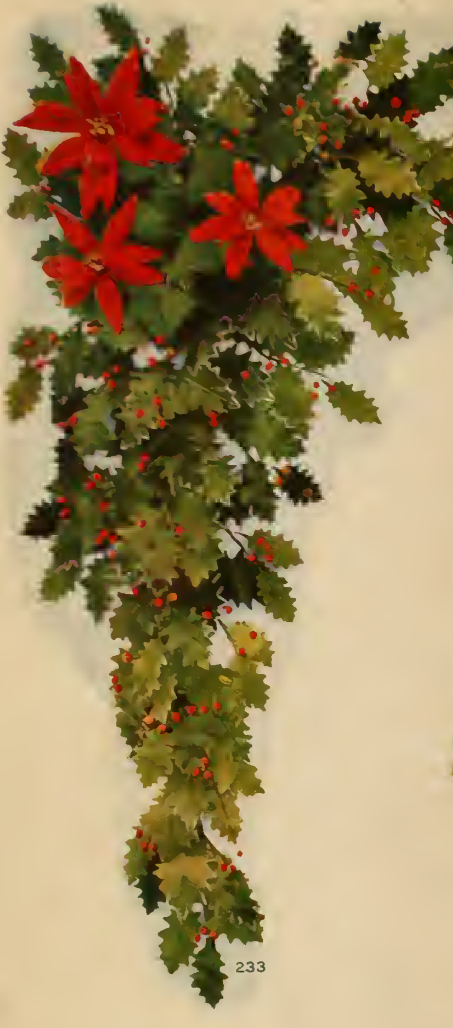
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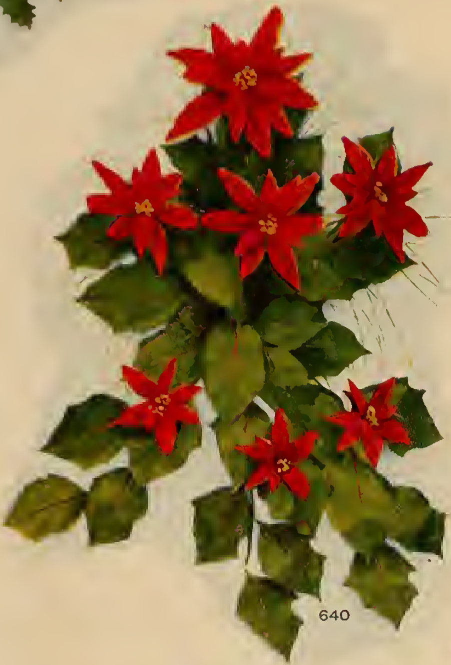
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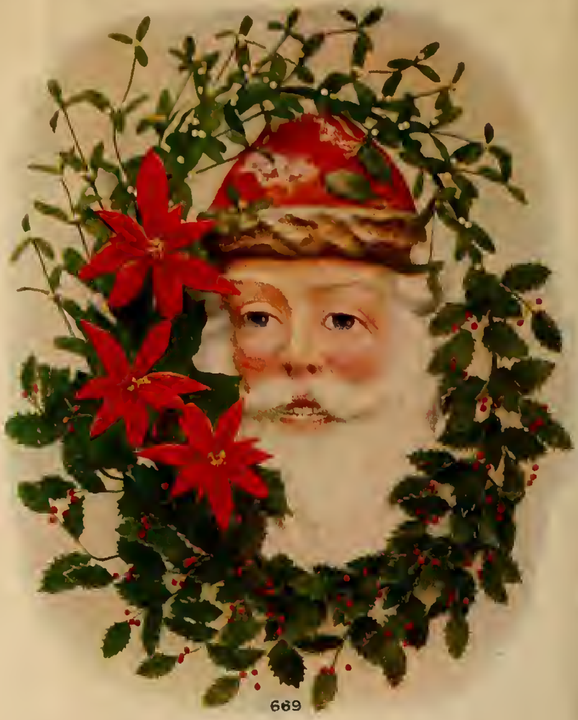
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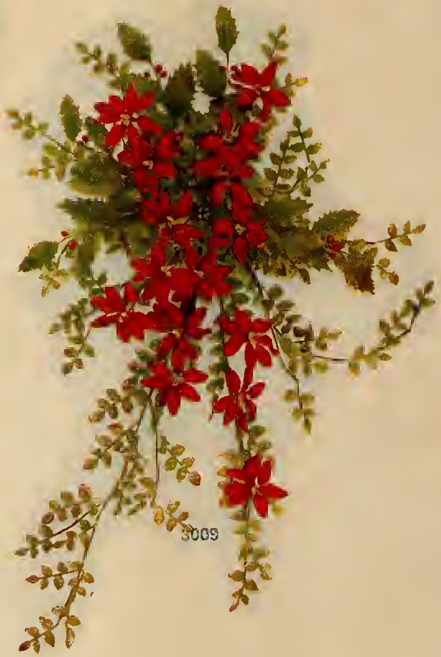
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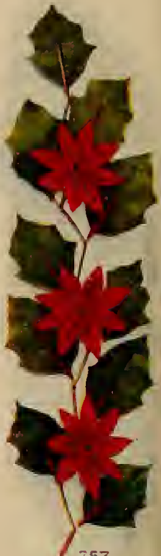
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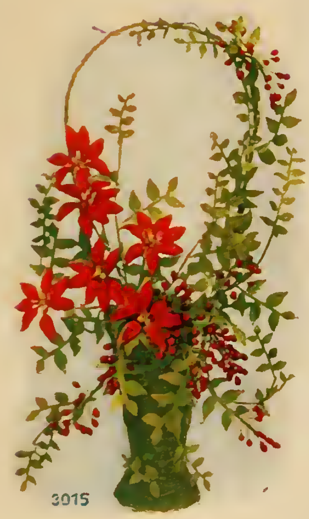
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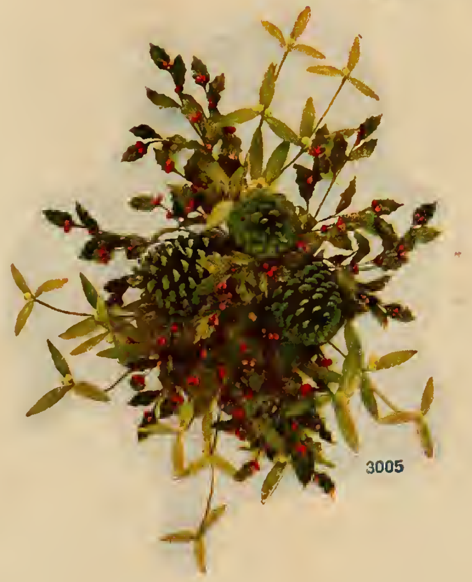
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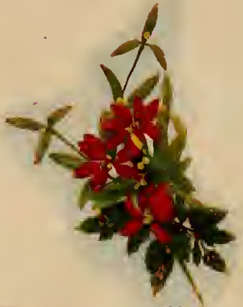
A Few Suggestions for
CHRISTMAS

See page 59 this issue for descriptions
and prices of these decoratives

L. BAUMANN & COMPANY
357-59 West Chicago Avenue, CHICAGO
Largest Importers and Manufacturers

Send for FREE COPY of our BIG Christmas catalog
in colors. Just out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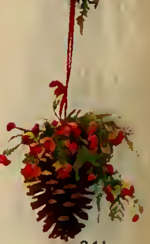
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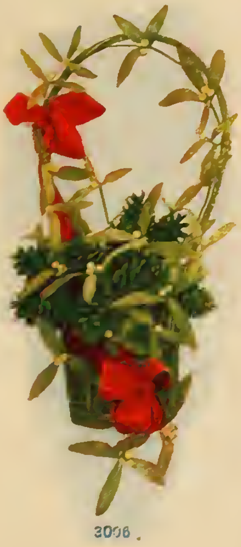
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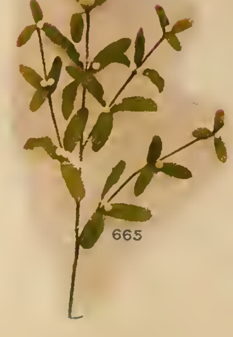
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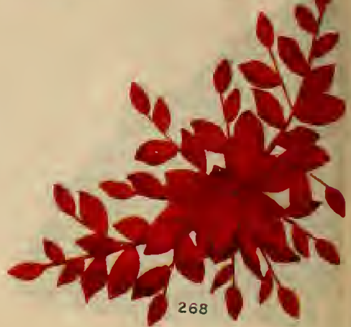
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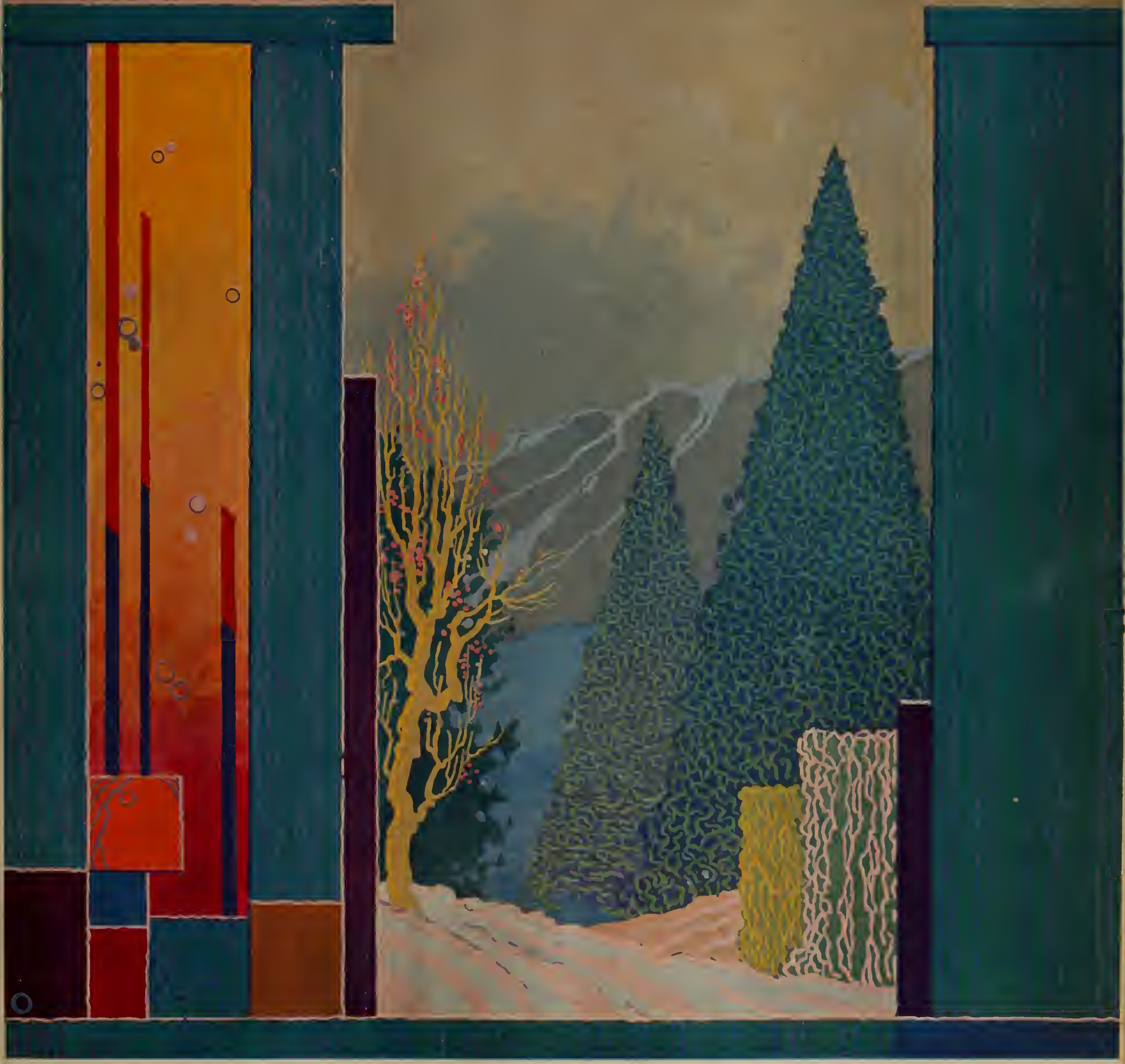
MERCHANTS RECORD AND SHOW WINDOW

CHICAGO
VOL. XLI, NO. 5 NOVEMBER 1917



Second of a Series of Twelve Full-Color Background Suggestions

For your baby underwear displays, also for showing maternity baskets, this wax baby cannot be surpassed. It will surprise you the sales this will create.

NORWICH WAX FIGURES
Will Increase Sales in Your Ready-to-Wear Dep't

If you consider Shape, Quality and Price, you will purchase "NORWICH FORMS." The illustration shows our new enamel finish which we guarantee against cracking.

No. 286-B—Waist Form

Send for Our Latest CATALOGUE Which Shows a Complete Line of Display Equipment

NORWICH NICKEL & BRASS CO., Norwich, Conn.
NEW YORK: 712 Broadway —SALESROOMS— BOSTON: 27 Kingston Street

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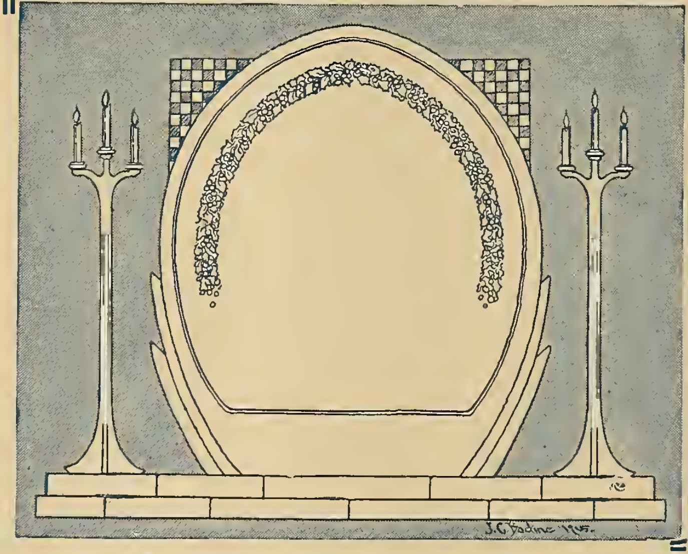
Holiday Backgrounds of Compo Board

Compo-Board, the old original and reliable, is the favorite with expert designers and leading display men. These are the men who know from experience what is practical and best for their varied uses. The very nature of **Compo-Board** makes it available for any sort of use for window backgrounds and store interiors.



Compo-Board Background Design, by J. Clarence Bodine

Compo-Board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. **Compo-Board** is not affected by heat or moisture, consequently, will not warp, buckle or split.

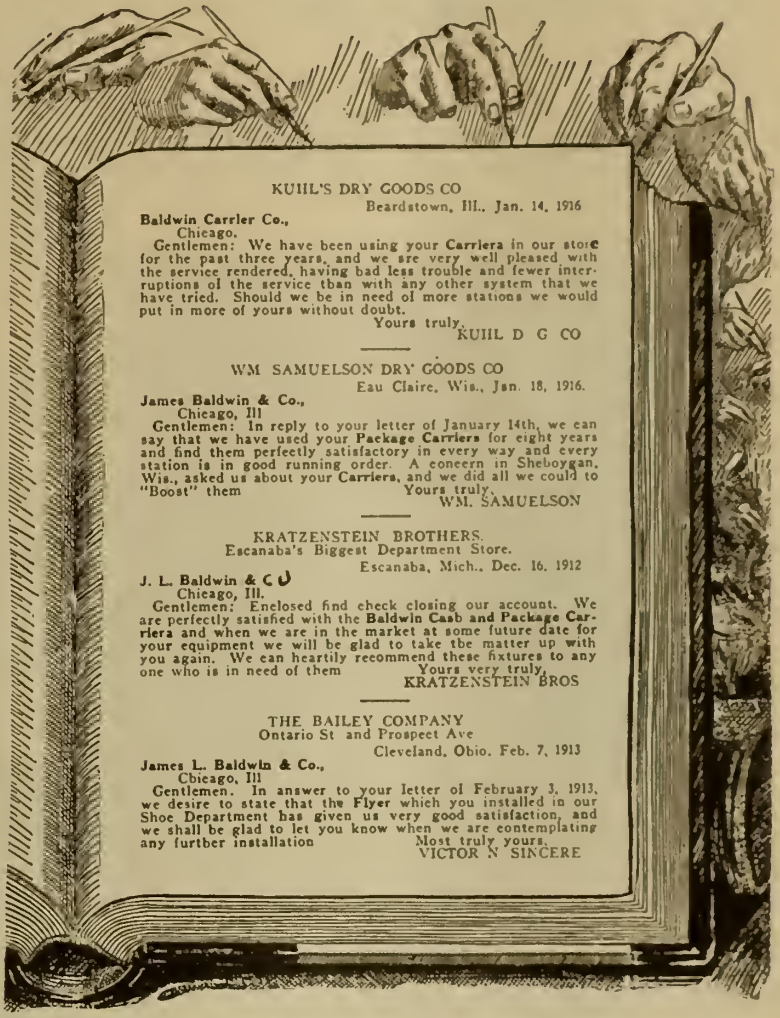
We publish quite an elaborately illustrated book which is printed on the best of paper and tells in an interesting way all about **Compo-Board.** Send for sample and copy of this book, it's free.

Compo-Board Co.
1404 LYNDALE AVE. NORTH
MINNEAPOLIS, MINNESOTA

A PAGE FROM OUR BOOK OF SATISFIED USERS

We have hundreds and hundreds of such letters. This is an assurance to you that the Baldwin carriers will serve your purposes most satisfactorily.

Read These Letters



KUHL'S DRY GOODS CO
Beardstown, Ill., Jan. 14, 1916

Baldwin Carrier Co.,
Chicago.

Gentlemen: We have been using your **Carriers** in our store for the past three years, and we are very well pleased with the service rendered, having had less trouble and fewer interruptions of the service than with any other system that we have tried. Should we be in need of more stations we would put in more of yours without doubt.

Yours truly,
KUHL D G CO

WM SAMUELSON DRY GOODS CO
Eau Claire, Wis., Jan. 18, 1916.

James Baldwin & Co.,
Chicago, Ill

Gentlemen: In reply to your letter of January 14th, we can say that we have used your **Package Carriers** for eight years and find them perfectly satisfactory in every way and every station is in good running order. A concern in Sheboygan, Wis., asked us about your **Carriers**, and we did all we could to "Boost" them

Yours truly,
WM. SAMUELSON

KRATZENSTEIN BROTHERS.
Escanaba's Biggest Department Store.
Escanaba, Mich., Dec. 16, 1912

J. L. Baldwin & Co
Chicago, Ill.

Gentlemen: Enclosed find check closing our account. We are perfectly satisfied with the **Baldwin Cash and Package Carriers** and when we are in the market at some future date for your equipment we will be glad to take the matter up with you again. We can heartily recommend these fixtures to any one who is in need of them

Yours very truly,
KRATZENSTEIN BROS

THE BAILEY COMPANY
Ontario St and Prospect Ave
Cleveland, Ohio. Feb. 7, 1913

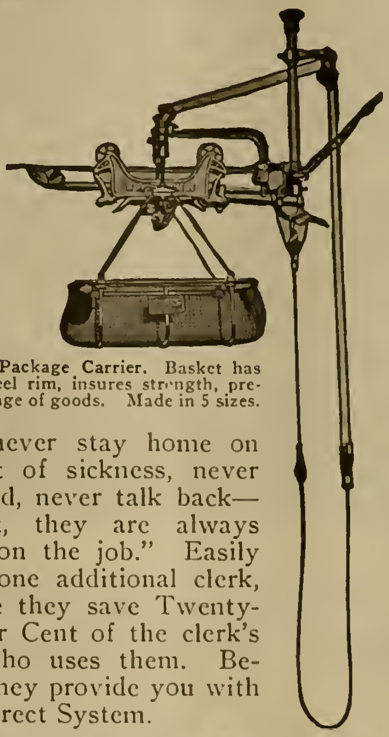
James L. Baldwin & Co.,
Chicago, Ill

Gentlemen. In answer to your letter of February 3, 1913, we desire to state that the **Flyer** which you installed in our Shoe Department has given us very good satisfaction, and we shall be glad to let you know when we are contemplating any further installation

Most truly yours,
VICTOR N SINCERE

Our 1917 Models

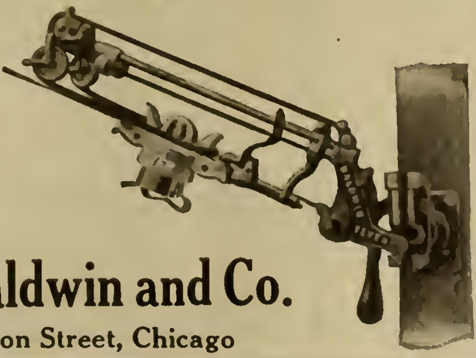
are the very latest refinements in Cash and Package Transmission.



No. 17 Package Carrier. Basket has pressed steel rim, insures strength, prevents damage of goods. Made in 5 sizes.

They never stay home on account of sickness, never get tired, never talk back—in fact, they are always "right on the job." Easily worth one additional clerk, because they save Twenty-five Per Cent of the clerk's time who uses them. Besides, they provide you with the Correct System.

Baldwin Carriers are the result of twenty-five years' experience specializing in wire line carriers. As specialists we can serve you BETTER.



James L. Baldwin and Co.
852 W. Madison Street, Chicago

Either of These Carriers Are Real "Live Members" for Your Sales Force

USE THIS COUPON

James L. Baldwin and Co.
352 W. Madison Street, Chicago

Please send me full information about

☐ Cash Carriers.
☐ Package Carriers.

Name ....

Town ....

State ....

Size of Store..............................

French

Wax

Figures

Number 1359

SPECIAL NOTICE

Visit Our New Chicago Salesrooms in Wholesale District, 305 South Fifth Ave., Near Jackson Blvd.

FRENCH WAX FIGURE COMPANY

70 W. Water St., Milwaukee, Wis.

305 S. 5th Ave., Near Jackson Blvd., Chicago, Ill.
202 E. 4th St., Los Angeles, Cal.
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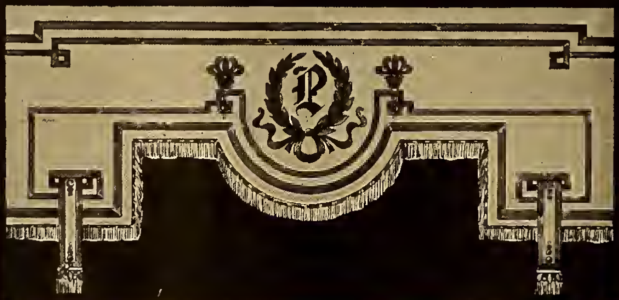
WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +
Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Polay Fixture Service Inc.
519-521 N. Halsted St. CHICAGO, ILL.



NA-DE-CO
VALANCES, PANELS and DRAPE SHADES

provide an artistic setting, as well as a sales stimulating atmosphere for your window display of merchandise.

Write today for catalog R and sample plushes
Live Salesmen wanted

National Decorative Co., Inc.
Designers and Manufacturers
Valances, Panels, and Drape Shades, Plushes and Velours
New York Showroom: 234 Fifth Ave., Cor. 27th St.
Main Office and Factory:
538 Federal St., CAMDEN, NEW JERSEY

For Your
Holiday Decorations
Use Our
Natural Evergreens

"There is nothing that can improve on nature." Nothing will be more attractive and admired by your customers and pleasing to yourself than our nature's Decoratives used in your Holiday Decorations.

CHATTAHOOCHEE FLORAL CO
DECORATIVE EVERGREENS
WILD SMILAX A SPECIALTY.
POST OFFICE

Best Equipped, Largest and Quickest Shippers in the South

SOUTHERN WILD SMILAX: Our Southern Smilax is without a doubt the most beautiful decorative vine known. Lasts long time in decoration. Nothing more elaborate for decorating Stores, Show Windows, Halls and Churches than our beautiful Southern Smilax. Packed in five size cases. In ordering, please specify case number.

Case No. 1—Covers 600 square feet wall space.....	**$4.50**
Case No. 2—Covers 400 square feet wall space.....	**3.50**
Case No. 3—Covers 300 square feet wall space.....	**3.00**
Case No. 4—Covers 200 square feet wall space.....	**2.00**
Case No. 5—Covers 100 square feet wall space.....	**1.00**

MAGNOLIA FOLIAGE: Dark glossy foliage. Beautiful and attractive. Branches fine for decorating Show Windows and interior. Put up in same size cases as Wild Smilax and at same price.

LONG NEEDLE PINES: Large dark glossy needles. Very attractive. Fine for window decoration. Our Needle Pines are very hardy and will stand any amount of rough handling, and yet retain their color and freshness. If you are also looking for something for profit, try them—good sellers for house and church decorations.

2 feet high.	Per dozen......	**$1.25**	Per 100......	**$ 6.00**
3 feet high.	Per dozen......	**1.50**	Per 100......	**8.00**
4 feet high.	Per dozen......	**$1.75**	Per 100......	**$10.00**
5 feet high.	Per dozen......	**2.50**	Per 100......	**15.00**

Chamaerop Palm Crowns, medium, per dozen, **$2.00;** large, per dozen **$3.00**

Chamaerop Palm Leaves, per 100.................... **2.00**
Sabal Palm Leaves, per 100.......................... **3.00**

Southern Gray Moss. Fine for lining Windows and interior festooning, per sack of 25 pounds........ **3.00**

Natural Green Sheet Moss. Excellent for Show Window floor covering. Per bag of 100 square feet **2.50**

Mistletoe, well berried, per bushel box, **$2.00.** Per barrel **5.00**

Holly. Good foliage, well berried, standard 2x2x4 foot cases, **$3.50.** Half case.................... **2.00**

In ordering, please mention day you wish to use greens. We are thoroughly familiar with all the express routings and schedules. Telegraphic orders shipped same day received.

Our greens are shipped in light veneered shipping cases. Special low express rates. We ship only by **Express,** and guarantee safe and timely delivery. Our greens are guaranteed satisfactory in every particular, or no money expected. Prices f. o. b. shipping point.

Chattahoochee Floral Co., Hatcher Station, Ga.

XMAS

WRITE
TODAY FOR
CATALOGUE

ORDER
EARLY

No. 639

Holly Garland, 54 inches, trimmed with a large cluster of Mistletoe Sprays and abundance of red berries, may be bent in any shape.

$3.00 Each $30.00 Dozen.

BETTER DECORATIONS
at REASONABLE PRICES

L. BAUMANN & CO.

Leading Importers and Manufacturers

357 and 359 W. Chicago Ave. Chicago, Ill.

Near Chicago Avenue Station of Northwestern Elevated

Long Distance Telephone Superior 7734-7735

While Planning Your Holiday Windows

Consider What LIGNINE (WOOD) CARVINGS Will Do For Them

They will add greatly to their appearance. It will pay you well to consider the use of LIGNINE (WOOD) CARVINGS as the ornamentation of your Holiday Windows.

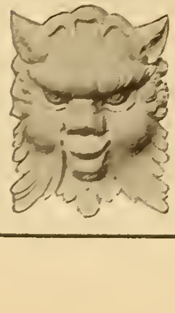
Will simplify your work, Are easily attached.

Costs but little — will make your WINDOWS LOOK GREAT.

If you carefully study the designs shown in our catalog, they wil SUGGEST to you Ideas, which when carried out on the backgrounds and screens, will make your Windows striking—Windows Beautiful.

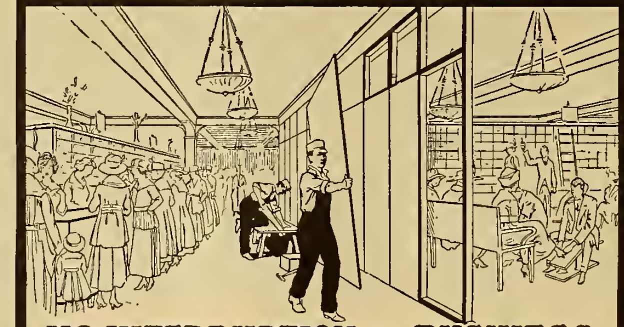
In our No. 8 catalog you will find Capitals, Pilaster Capitals, Brackets, Shields, Scrolls, Heads, Drops, Corners, Claw Feet and designs of the Old Periods.

SEND FOR IT AND A FREE SAMPLE.



Ornamental Products Company

52 Fourteenth Ave.
Detroit, Mich.



NO INTERRUPTION to BUSINESS WHILE REMODELING!

Great department stores everywhere are building partitions, booths, special display rooms and backgrounds and are making alterations and repairs every business day with

CAREY
Ceil-Board
SUPERSEDES PLASTER
For Walls and Ceilings

Business goes forward as usual. No dirt. No delay. The store carpenters erect a simple frame work and cover it quickly and neatly with Ceil Board. Finished in natural hard wood grain to match the woodwork or in plain gray to be tinted or painted in harmony with the walls. The results are perfect. The cost is slight.

Write for samples and booklet

The Philip Carey Co.

1030 Wayne Ave., Lockland Cincinnati, Ohio

-EZY-BILT-
WINDOW BOARD

is the ideal material for your

Christmas Backgrounds and Interior Decorations, Cut Outs, Etc.

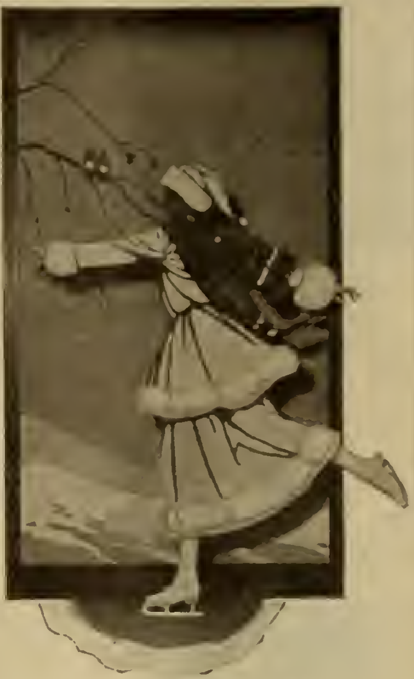
-EZY-BILT- Window Board is the ideal material for your holiday background and cut out needs. It possesses greater artistic possibilities, at less **cost** and at a greater saving of **time.**

The illustration to the right is but one of the many business bringing possibilities that you can make for your holiday decorations.

Remember,

-EZY-BILT- requires no frame work, no expensive carpentering. Does not **warp, bend, buckle** or **sag.** Cuts with a knife. Is inspirational and educational, because it is **unlimited** as to its possibilities.

Order your crate TODAY.



Catalog and Samples on Request

Buy
-EZY-BILT-
by the
Crate

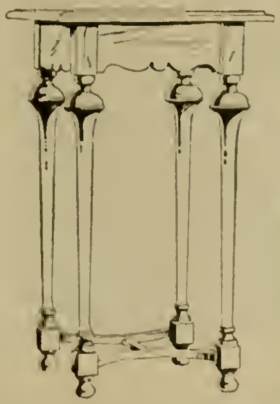
THE HUNT-CRAWFORD CO.
COSHOCKTON, OHIO

Keep
-EZY-BILT-
always on
hand

MAKE BUYERS OUT OF PASSERSBY—

Successful window displays—displays which attract attention and make buyers out of passersby— must be distinctive. The beauty and dignity of design of Hugh Lyons period fixtures give character to window displays that results in tremendous sales appeal.

In both William and Mary, and the Adams designs, Hugh Lyons fixtures today are found in the sales windows of exclusive shops in Fifth Avenue in New York, Ecluid Avenue in Cleveland, Woodward Avenue in Detroit, Michigan Boulevard in Chicago, Sixteenth Street in Denver and Market Street in San Francisco. The better class of stores throughout the country have given Hugh Lyon period designs a cordial welcome.



Let us send you our supplementary catalogs showing our William and Mary, and Adam designs.

HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN
NEW YORK SALESROOM 35 W. 32nd. STREET
CHICAGO SALESROOM 234 S. FRANKLIN ST.

THE ADLER-JONES COMPANY

Christmas Decoratives

FOR SHOW WINDOWS AND INTERIORS

No. 83

Now Ready The finest line of Xmas Artificial Flowers and Novelties ever offered. Merchants and display men all over the country will show Masterpiece windows with Adler-Jones Decoratives. Never before have we had a line so full of snappy attention-pulling goods.

A bold saying, but a true one—*If you don't get Adler-Jones Decoratives, it will be your misfortune.*

CATALOGUE No. 83 FREE

Why Not Send For It?

It shows the goods in natural colors and is very handy to order from. Just your written request brings it to you free. Early buyers have a larger selection. Send for it NOW.

The Adler-Jones Co., 333 SO. MARKET STREET
CHICAGO

Superior Displays

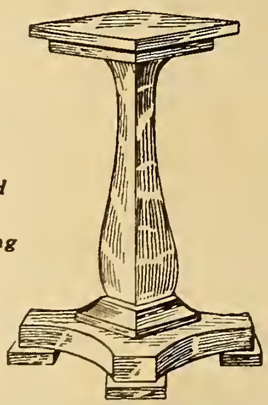
"Bring Trade Your Way"

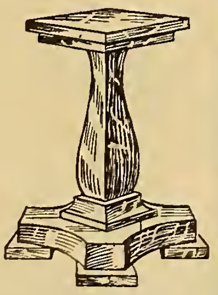
Florentine Design Pedestals

Practical, Artistic and Substantially Constructed

Write For New Supplement Number Nine

State Finish Wanted When Ordering





No. 1209

12 in. high..	2.00	24 in. high..	3.00
18 in. high..	2.50	30 in. high..	3.50

Superior Brass & Fixture Co.
316 W. JACKSON BLVD. CHICAGO, ILL.

FELDMAN'S HUMANIZED Wax Figures and Forms

Send for complete display fixture catalog

Feldman Fixture Company, 24-26 W. Thirtieth Street, NEW YORK

HOLLY

We have the finest crop of Holly in years, extra well berried. Place your orders with us early and get strictly fresh stock, only a few hours from the tree.

5 lb. box	$0.75		
15 lb. box	$1.25	40 lb. box	3.00
25 lb. box	2.00	60 lb. box	3.50

LONG NEEDLE PINES

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "green" for profit, try them. Stand lots of handling; don't wilt, fade or shop wear easily, and are generally safe to experiment with, for they will sell.

	Each	Dozen	Hundred
2 feet high	$0.10	$1.00	$ 6.00
3 feet high	.12½	1.25	9.00
4 feet high	.15	1.50	11.00
Assorted sizes, 2 to 4 feet		1.25	8.00

Extra large sizes, 5 to 6 feet, $0.50 each.

CHAMAEROP PALM CROWNS

Fine for window decorations; also good sellers for home and church decoration. Placed in a vase of water they cannot be told from a natural plant. Our little booklet, "Some Things You Ought to Know," tells you how to handle them.

	Each	Dozen	Hundred
3 feet	$0.15	$1.50	$11.00
4 feet	.20	2.25	15.00
5 feet	.30	3.50	25.00
5 feet	.25	3.00	20.00
Assorted sizes		3.00	20.00

Extra large, 7 to 10 feet, 50c and $1.00 each.

SOUTHERN WILD SMILAX

Absolutely the finest decorative evergreen in existence. In decoration it will last almost any length of time, as it dries green, and is nearly as handsome when perfectly dry as when fresh. It does not drop its leaves, is light for shipment, elegant and cheap, packed in six different sizes containing sufficient smilax to cover from one hundred to six hundred square feet of wall space.

Case No. 1	$1.00	Case No. 4	$3.50
Case No. 2	2.00	Case No. 5	4.00
Case No. 3	3.00	Case No. 6	4.50

SABAL PALM LEAVES

Always useful in decoration. Good to sell or give away. Perhaps you are looking for some little souvenir to present your customer this Xmas season. How would a great big palm leaf and say a spray of holly do? Dozen, 25c; hundred, $2.50. Special rates per thousand.

CALDWELL

THE WOODSMAN COMPANY
EVERGREEN :-: ALABAMA

The True Christmas Spirit is Based on GENUINENESS

Will you "buck" the deep-rooted prejudice against SHAM at Christmastide by FOOLING prospective buyers with ARTIFICIAL decorations?

My Natural Evergreens in Your Window

will go far toward giving a genuine belief that the merchandise displayed is entitled to a close inside inspection.

Is THAT worth while?

I Guarantee the Decorations Listed on This Page to Be RIGHT and SATISFACTORY in Every Particular.

SPECIAL HOLIDAY SEASON OFFER

As a special offer for holiday window dressing and store decorating, I offer a very beautiful decoration consisting of sufficient material to decorate two large windows and the entrance to your store lavishly. Packed in one large case, weight 50 lbs., as follows:

400 square feet Wild Smilax.
6 long Needle Pines.
2 Palm Crowns.
50 sprays Magnolia, enough for 2 large wreaths.
1 dozen Sabal Palm Leaves.
12 large branches Holly.

$5 cash with order

MAGNOLIA FOLIAGE

The Magnolia is, without doubt, the most beautiful of the many evergreen trees of the South. Branches are fine for decorating windows or interiors; also a great seller and can be handled a great deal without marring or bruising. Packed in same size cases as Southern Smilax.

No. 1	$1.00	No. 4	$3.50
No. 2	2.00	No. 5	4.00
No. 3	3.00	No. 6	4.50

Make It a Real Christmas

Don't Leave Your Store Without a Xmas Appearance

Low Prices, Best Quality-*That Is Our Selling Point*

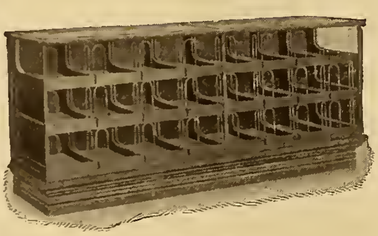
SAMPLES CHEERFULLY SUBMITTED.
OUR NEW CATALOGUE WILL SHOW YOU HOW. FREE FOR A POSTAL.

PRINCESS PINE GARLAND, FIREPROOF XMAS GREEN	Per 10 Yds.	Per 100 Yds.
No. 1 G/3. Garland 3 in. diameter....	$0.75	$ 7.00
No. 1 G/5. Garland 5 in. diameter....	1.50	12.00
No. 2 G/8. Garland 8 in. diameter....	2.50	20.00
Pine Cones, very effective colors in Brown, Green, White or Red, per 100............		1.00
Natural Preserved Holly Branches, green foliage with red berries; branches, 24 to 30 inches; per 10, $1.75; per 100.............		15.00
Adeantum or Maiden Hair Fern Natural Prepared Fireproof. Large selected; a very beautiful transparent leaf, useful for all kinds of Xmas displays in green, pink, yellow, blue, orange, red or any color combination. Per 10 Sprays, 50c; per 100 sprays		4.50

No. 5705. Beech Branches, 3 to 4 feet long, 2 to 2½ feet spread, in colors as green or tan. Per 10, $1.00; per 100, $8.50; per 1000.....	80.00
No. 5101. Velvet Poincetta Spray, 18 inch, flower 8 inches with 3 muslin leaves. Per gross sprays	12.00
No. 5457. Holly Vine, 12 muslin leaves and 12 berries to each yard. Any color as green, red, white, etc. Per doz., 75c; per gross..	7.50
Foxtail Spray, 28 inches long, 4 flowers 6 inches long to each spray. Any color. Per dozen	2.00
Holly Garland Natural Preserved Fireproof Interspersed with heather. Holly in green. Heather in any shade desired. Per 10 yards, $1.00; per 100 yards.........	10.00

J. HARTWIG CO., Manufacturers of **Fireproof Art Decorations**

Show Rooms: 24 W. 30th Street, NEW YORK
26-32 Pellington Place, BROOKLYN, N. Y



"What a Beautiful Show Case"

That's your first impression of an Illinois Case. Yet beneath this surface beauty are hidden qualities that can spring from but one possible source—honest endeavor.

This explains why Illinois cases retain their sightliness with just average care, for time indefinite.

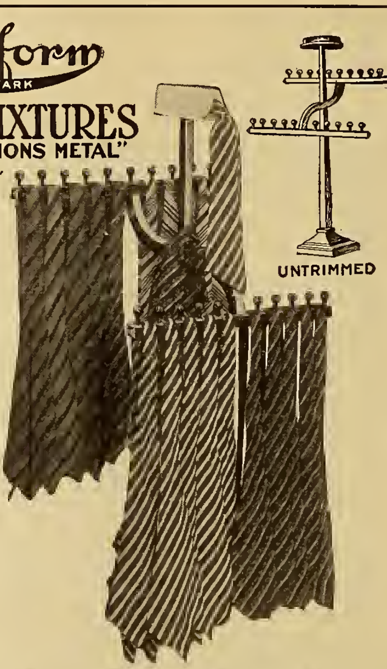
Let us tell you more about them.

There is a case for every requirement.

Illinois Show Case Works
1729-37 North Ashland Ave., CHICAGO

Goodform TRADE MARK
DISPLAY FIXTURES
"ALL CONNECTIONS METAL"

Write for Copy of Our Latest Catalog and Circular on New Window Display Ideas



№530

THE RACK TRIMMED WITH COLLAR AND TIES.

No. 530	Tie Rack (as illustrated with collar connection) each.........	**$3.50**
No. 525	Tie Rack (without collar connection), each.........................	**$3.00**

State Finish Wanted When Ordering

HINCHER MFG. COMPANY, of INDIANA
305-311 South Fifth Avenue CHICAGO, ILL.

Evergreen Holiday Decorations

Nature's Decoratives, such as listed and priced below, when used in your windows and interiors at Holiday-time, will produce an appearance that will be most pleasing to yourself and result in a decided compliment to your customers.

If you merchants only knew how little stock your lady customers take in your efforts to attract them with the various kinds of artificial stuff you would say "Never again, but give me Carter's Famous Evergreens every time."

Holly, exceptionally good crop this year, extra well berried, fresh from the trees, cases, 16 cubic feet, solidly packed, $3.50; one-half cases, $2.00; one-fourth cases, $1.25.

Southern Wild Smilax, no finer decoration for stores, show windows, churches and halls, has wonderful lasting qualities, put up only in four size cases, by **Carter.**

Case No. 1,	$4.50	enough to cover wall space of	600 square feet
" " 2,	3.50	" " " "	400 " "
" " 2,	3.00	" " " "	300 " "
" " 2,	2.50	" " " "	200 " "

Evergreen Wreathing, heavy grade, per coil of	20 yards	$ 1.00
" " " " "	25 coils "	22.50
" " " " "	50 coils "	40.00

Holly Wreaths, made of fresh fancy, well berried stock, single wound on wire rings.
Per dozen ....$1.50 Double wound (extra fine) per dozen.....$2.50

Bronze Galax Wreaths, Magnolia Wreaths, Evergreen Wreaths, furnished at same prices.

Our Wreathing and Wreaths are made by experts, who have 12 years' experience, and are shipped direct to you from Chicago.

Magnolia Foliage, very fine in decoration, put up in same size cases as Smilax at same price.

Chamaerop Palm Crowns, per dozen	$2.00
Chamaerop Palm Leaves, per 100	2.50
Sabal Palm Leaves, the large kind, per 100	2.50
Mistletoe, well berried, per bushel hamper	2.00
Gray Moss, for lining windows, etc., per sack of 15 lbs.	2.00
Fadeless Green Sheet Moss, free from trash or sticks, per sack of 100 square feet	4.00

Long Needle Pines

A Beautiful and Novel Decoration. Large, dark, glossy needles and beautifully marked stems; they last for months. Two to four feet high, assorted.

Per dozen	$1.25
Per 100	7.00

Low Express Rates
Prompt Service

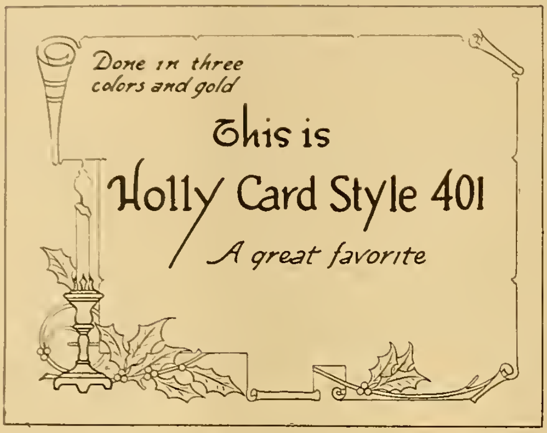
If you have used these greens before, you already know their beauty, if not there is a great pleasure in store for you. **Write for Catalog.**

Orders accompanied with the cash, parties can deduct **5 per cent** from the bill.

GEO. M. CARTER, Evergreen, Ala.

HESS Perfection Holly Cards

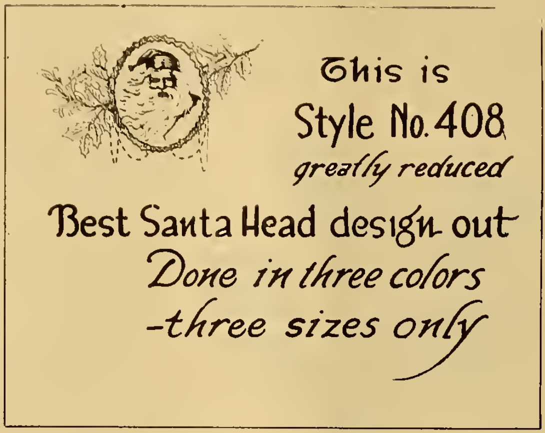
This year and every year the best—and prices the lowest



Done in three colors and gold

This is Holly Card Style 401

A great favorite



This is Style No. 408 greatly reduced

Best Santa Head design out

Done in three colors -three sizes only

All prices F. O. B. Chicago, express or parcel post—never by freight unless so ordered. All orders under $3.00 must be accompanied by check. 5% off cash with order or cash ten days, 2% 30 days. Sale of either design is restricted—not sold to sign shops nor by agents. Larger quantities at reduced prices.

Size	11 x14	inch,	landscape,	per	100,	$3.75;	less	than	100,	$4.00.	Weight per 100,	17	lbs.
"	7 x11	"	"	"	"	2.50;	"	"	"	3.00.	" " "	8½	"
"	5½x 7	"	"	"	"	1.25;	"	"	"	1.50.	" " "	4	"
"	3½x 5½	"	"	"	"	1.00;	"	"	"	1.25.	" " "	2	"
"	2¾x 4	"	"	"	"	.75;	"	"	"	.90.	" " "	1¼	"
"	7 x11	"	upright,	"	"	2.50;	"	"	"	3.00.	" " "	8½	"

Note Especially: Style No. 408 cannot be had except in 11x14, 7x11 upright or landscape and 5½x7. Style No. 401 in all the above sizes.

NO. 402 DROPPED DESIGNS NO. 402A

2¾x4 Scroll design 50c 100................3 colors and gold................Scroll design 3x5½ 60c 100

STYLE NO. 403

14x22 inch landscape—matches Style 401 except candle stick at each end. Cream mat board—done in gold, white, green, red, black—6 for $2.00—a rich window sign.

STYLE NO. 411

11x17 landscape. Holly leaf border all 'round, two gold candle sticks, white candle, cream mat board—colors airbrushed, 6 for $1.00.

STYLE NO. 413

11x17 landscape or upright. Holly wreath, gold candle stick, white candle, cream or gray mat board —delicate—6 for 90c.

STYLE NO. 412

Elegant 6-inch Santa head, two colors on white mat board, gold border line. 6 for $1.25—Upright only.

STYLE NO. 414

12x15, beautiful hand colored wreath upper left corner—candle stick lower right. Five colors, cream or gray mat. 6 for $2.00.

STYLE NUMBER 41

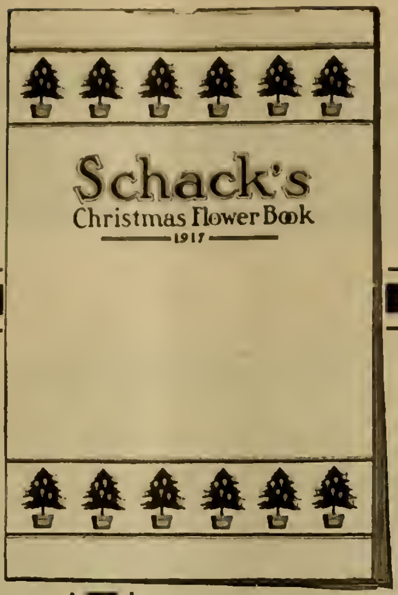
Here's your last chance to get Hess' Famous Gold Blank Initial Panels—about 200 sets left. Reduced from 35c to 25c postpaid—A dollar value.

STYLE NO. 415—German die-cut holly ornaments—Very scarce—These are good ones. A. Santa Claus Heads, 4x6 in., 8 for 50c. B. Large sprays holly, with scenes, 3x5½, $2.50 per C. C. 3 in. sprays holly, circle, with scenes, $1.50 C. D. Merry Christmas sprays, ovals, 2¼x3, $1.50 C. E. 5-in. vases holly, poinsetta, Christmas tree—10c ea., $1.00 doz. F. Gold Seals, 2½x2½, $1.50 per C. Postage paid.

Hundred prices are for lots of 25, 50 or 100. Less than 25, add 10%.

GEORGE WALLACE HESS

ROOM 1520 NORTH AMERICAN BUILDING, CHICAGO



Send for this

"Big Free Wonder Book"

Of Holiday Decorations

Schack's

Christmas Flower Book

Just Off the Press

I WANT EVERY DISPLAYMAN who reads this announcement to send for this New Christmas Flower Book of mine. I know that he will find it a wonderful help in planning his Holiday decorations. This new book is absolutely the BEST Christmas Flower Book I have ever published. Filled from cover to cover with nothing but Holiday decorations and suggestions, all illustrated and described. Thousands of displaymen all over the country will use Schack's New Christmas Flower Book in planning their Christmas and Winter decorations. You should have your copy at once.

Choose the Right Decorations and Be Assured of Success Before You Start. SCHACK'S Christmas Flower Book Will Show You How to Do It.

Send for a Copy of Our New Christmas Supplement

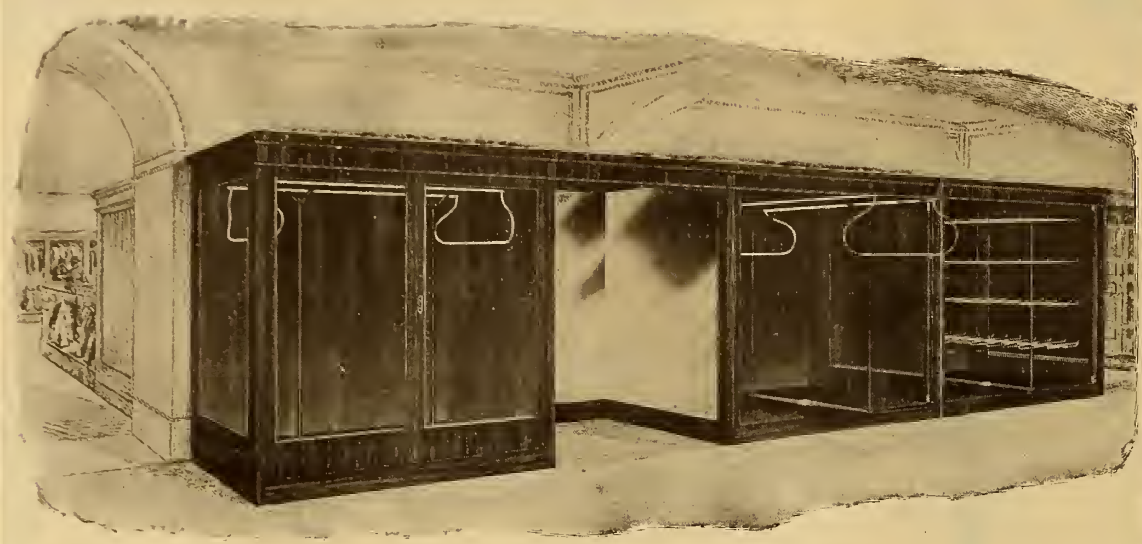
In connection with our New Christmas Flower Book, we have issued a Christmas folder full of new and original ideas not shown in our Christmas Book. You should have one of these folders at once. Send for it today. It's FREE.

Write today for Schack's New Christmas Flower Book and Supplement. Both will be sent you FREE for the asking.

SCHACK ARTIFICIAL FLOWER CO.

1739-41 Milwaukee Avenue, CHICAGO, ILL.

The WELCH-Wilmarth LINES of Grand Rapids



Equipment That Conserves Clerks

Salespeople can double their individual sales in Welch-Wilmarth-equipped departments. No delays in displaying stocks—no hunting for this, that or the other, while interest cools—but efficiency raised to the nth degree. And economically—built on the standardized quantity basis—quality supreme—it costs no more to equip *right*. Let us show you.

"Standardized Store Equipment"— which includes clothing wardrobes, mirror alcoves, fitting rooms, wall and center interchangeable units, display cases—eliminates costly special work, insures infinitely superior efficiency, better service, better quality. Illustrated and described in "Method in Merchandising." Mailed on request.

Welch Manufacturing Co. **Wilmarth Show Case Co.**
7 Lyons Street GRAND RAPIDS, MICH. 1524 Jefferson Ave.

CHICAGO, 233 W. Jackson Blvd. NEW YORK, 20 West 30th St. BOSTON, 21 Columbia St. ST. LOUIS, 1118 Washington Ave. PHILADELPHIA, 123 No. 13th St. PITTSBURGH, 937 Liberty Ave. MINNEAPOLIS, Hennepin at Fourth DES MOINES, 402 Court Ave. HELENA, MONT., 106 Grand Ave. ROANOKE, VA., 212-214 Terry Bldg.

MERCHANTS RECORD
AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

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NUMBER 5

NOVEMBER, 1917

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SALESMANSHIP POINTERS

Retail Business Needs Men Of Proven Productive And Advertising Ability—Men Wanted Who Can Discern Community's Needs—Some Valuble Suggestions

THE retail business of today needs more than any thing else, men of good productive salesmanship, of proven advertising ability—men with original ideas backed by the judgment and ability necessary to put them into practice and make them felt not only by the business establishment itself, but by the community in which the business is located. We need men who can plan not only for their own business needs and business building but men who can ably discern the community's needs and aid in community building. The bigger and better your communities, the bigger and better should your business become. Keep the one fact in your mind that everything that contributes to welfare of your neighborhood should contribute toward the building of your business.

But your concern over a matter of this kind must not stop with yourself, nor with your community either, for complete success cannot be won for you or your business through these alone. You must have efficient clerks, assistants and salespeople. Don't get jealous of your chief clerk if he is chosen for some office in the town—but rather rejoice in the fact as long as he performs his duties for you in a satisfactory manner, as his popularity should rebound to the credit of your store. Still, you must watch even things of this kind and see to it that "efficiency in salesmanship" comes first among your employes.

If there were a wider realization of the old saying that "salesmen are born, not made," fewer firms would be held back from their normal development by lack of efficiency of their selling staffs. To demonstrate the fallacy of the theory, it is necessary to call attention to only two things—that a man is not a salesman until he knows his goods, and that he is not a salesman until he knows his customers. No man is born with a knowledge of either.

The merchant who puts at work an inexperienced man and throws upon him the task of working out his own salvation without aid is doing an injustice to that man and himself. One might as well install the prospective medical student in the clinic without a professor.

The proprietor should know what constitutes good salesmanship and then pass the information on to his assistants. The writer and an associate recently compiled a number of essential points for the salesmen to know and study which ordinarily might not be considered points for the salesman at all—yet they are of the utmost importance. Here are just a few:

In every business there are two ways of increasing profits. One is by selling more goods, the other by decreasing the amount of expenses. Modern businesses are conducted on very small margins of profit—so small in fact that exceptional expense may wipe them out entirely.

The employe in any capacity is worth to his employer the net amount of profit that he can produce, and the expert salesman will take cognizance of this fact and keep his eyes open for opportunities to save on the costs of conducting business.

Before any profit can remain for the firm, all of these costs must be deducted from the selling price of the goods, and due to the multiplicity of costs what may at times seem exorbitant prices will return only a small percentage on the investment.

Costs of doing business may be divided under two heads—necessary and unnecessary. The salesman's object should be, in so far as possible, to reduce necessary expenses to a minimum and to eliminate unnecessary expenses.

Ordinarily it is better business policy to pay higher if need be, and buy in small lots and often. By so doing one can often conduct business on the capital of the wholesaler.

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WHICH SHALL IT BE ?
THIS
THIS

DISPLAY BY ARTHUR W. LINDHLOM FOR NEW ENGLAND COMPANY, MINNEAPOLIS, MINN.

The expert salesman will not allow himself to become prejudiced against any kind of goods to the extent that he hesitates to show them. Due to the widely varying tastes and likes of humanity, what may not please you may just suit many of your customers.

On the other hand, the stock should be complete enough to avoid losing sales, especially in staple lines. The customer who is told too often that you are "just out" may conclude that there is little use in coming to your store for things she wants and will go elsewhere rather than run the risk of being disappointed.

Keeping stock of just the right amount requires constant attention, but the gain justifies the additional work.

The handling of merchandise may also result in waste. Should it be damaged in shipment without claim being made upon the sender or the carrier, the entire profit may be sacrificed.

Should it be soiled, scratched or otherwise injured in opening the packing cases, the store will have no recourse and must offer the damaged portion at a reduced price.

Should it be poorly cared for while in stock, and allowed to become soiled, faded or otherwise shopworn through the negligence of the salesman, he alone is responsible for a loss that may run in to many dollars. Too much stress cannot be laid upon the evil effects of the careless handling of merchandise.

Some of the above points must be watched by the proprietor but the majority *must be understood and carefully followed* by every clerk and salesman if your business succeeds.

GIFT DISPLAY BY J. S. WENSOLE FOR PLYMOUTH CLOTHING HOUSE, MINNEAPOLIS, MINN.

NOTES FROM NEW YORK

Show Windows Big Aid In Liberty Bond Campaign—Unique Displays At Lord & Taylor's—Patriotic Work Of Michael Friedsam—Latest News From The Big Stores

F. F. Purdy

THE Liberty Loan Committee appreciate the value of show window space in the propaganda for the sale of the second series of Liberty Bonds. The following wire was received by Saks & Co. and doubtless other large houses from Guy Emerson, of the Publicity Department of the Liberty Loan Committee: "Please help attract attention to the Liberty Loan campaign by effective display of $50 bonds in your shop windows. Your cooperation will be greatly appreciated by the Government." Saks & Co., and Mr. Brink, display manager, immediately started something. When seen, Mr. Brink had a fine little miniature of a window that was shortly to go in. The background was a sunburst in red, white and blue. Then a cut-out of the skyline of New York, and in front of that a reproduction of the Statue of Liberty. In front of that was a fort, with guns and other paraphernalia in evidence. The chief sign read as follows: "The home of the free; help to keep it so. Buy a Liberty Bond." At one far side was a sign with this inscription: "Help fortify your home and country. Buy a $50 Liberty Bond. Help do your bit." On the other corresponding side was this hot shot: "Don't call yourself an American, or stand when they play the Star Spangled Banner unless you have bought a Liberty Bond." When the window was put in exactly according to the foregoing, the Statue of Liberty and the window generally was flood lighted with fine effect. The booth for sale of bonds was on the main floor, inclosed in a bower of American flags. Saks & Co. have made liberal use of the signs announcing Liberty Bonds and food conservation, right along. As Mr. Brink says, "We have given up part of our display space to the government, regardless of how it will affect the displays of merchandise in the windows."

SOME UNUSUAL DISPLAYS

At Lord & Taylor's Mr. Rossiter has been having some unique displays. One was featuring the growing "national pastime" of women knitting, and a "wool window" came strongly to the front. The main feature was the figure of a woman, completely covered with skeins of yarn, starting at top of bodice with skeins of white yarn, then going down one side from primrose, etc., to orange, by careful, harmonious gradations, with another harmonious, graded line of colors on the other side. From waist down the skeins hung, "a la Hawaiian dancers." The merchandise display showed all kinds and colors of wool and all sorts of articles that could be made therefrom. After the exhibit was taken out every skein went back into stock, as nothing was cut, and the window sold an immense quantity of wool. Another window was called the Esquimaux

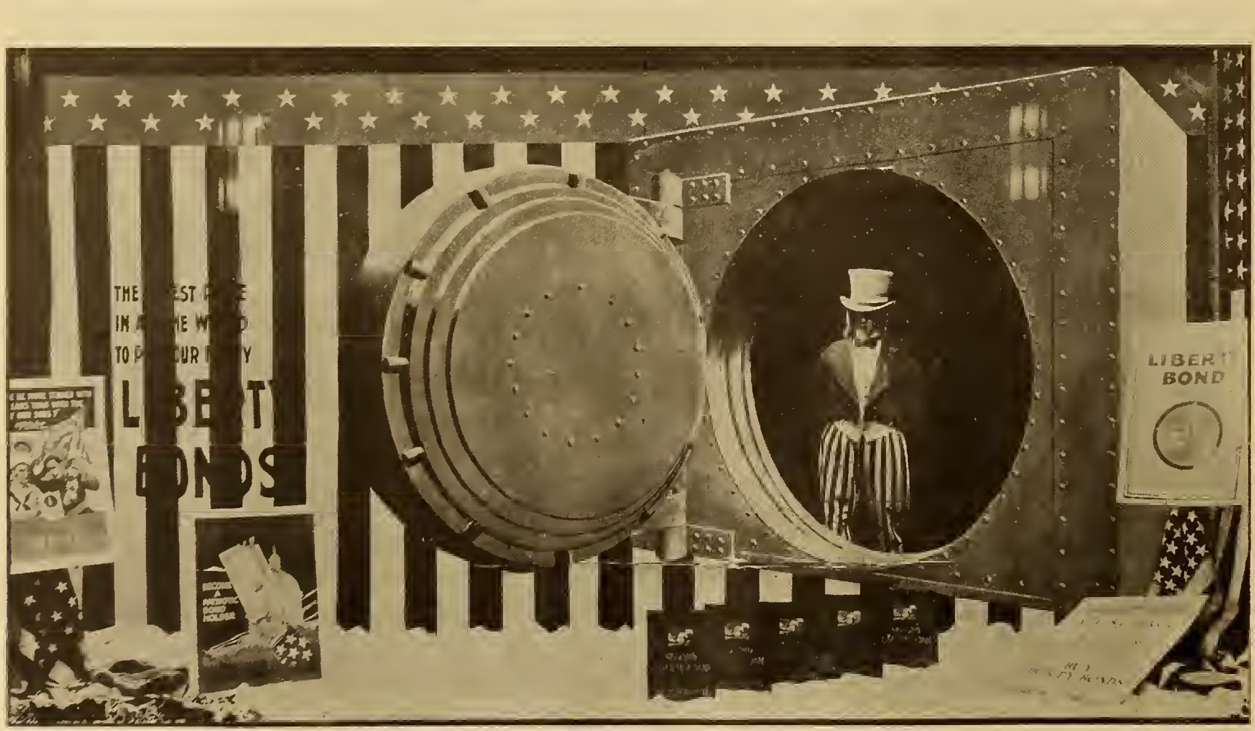
Plate No. 4391. Display by M. Wolfson for The J. Koch Company, Akron, Ohio.

The background of this attractive display of Christmas gifts was of white sateen, with gold leaves, sprays on either side of the pilaster. The pilaster was done in green with gold stripes. Composition board was used between the pilasters and on which was a beautiful Christmas scene. The painting was bordered with gold. The merchandise was tastily arranged and a big volume of sales resulted from this display.

window, and the aurora borealis was the motif, and there was a burst of all colors. In the center was an Esquimaux, true to life, or life as we know it from the pictures, also a figure of an Alaska Indian. There was also an Alaska totem pole, which is the motif of some of the jewelry shown in connection. Then there was the "Greenland necklace," with green and white jewels. The "midnight sun" necklace was prominent, with black and red beads, with other appropriate jewels. The background consisted mainly of a large polar bear skin. Among the merchandise were a number of Esquimaux dolls. At night colored lights were thrown over this unique exhibit, which attracted marked attention. Another window, of wearables for the little folks, was decorated by plaster heads of infants coming out of a stalk, giving the idea of a rose, and accompanied in the window by rosebuds. Soft, pale blue and light pink blankets and other delicately hued infantile belongings for the "little brothers of the rich" completed the window.

MR. FRIEDSAM'S VALUABLE WORK

Michael Friedsam, head of B. Altman & Co., is one of our merchants who had done exceptionally valuable patriotic work at this crucial time. Mr. Friedsam is head of the Food Commission of the State of New York and has been appointed by the Governor as head of the Quartermaster's department for the State militia. In the many patriotic functions that have followed one another, which have roused New Yorkers to their present high level of national fervor, Altman's store has always been most conspicuous in its decorations, with either the great flag covering almost the entire front, or the immense red cross blanketing the same space on the occasion of Red Cross functions. Displays promoting enlistment in the army and navy have been handsomely shown, as well. The latest patriotic display, early in October, was a joint Liberty Bond and Food Conservation promotion covering the Fifth avenue stretch, with the Liberty Bond propaganda on one side of the main entrance and the Food Conservation on the other. There were attractive signs, flag drapes and pictures of battleships, etc. The signs used for the food propaganda were handsome and the language struck a vibrant chord. Here is one, of which we reproduce simply the wording, without picture or display that made it so effective. "FOOD. 1—Buy it with thought. 2—Cook it with care. 3—Use less wheat and meat. 4—Buy local foods. 5—Use what is left. DON'T WASTE IT." Here is another: "SAVE. 1—WHEAT—Use more corn. 2—MEAT—Use more fish and beans. 3—FATS—Use just enough. 4—SUGAR—Use syrups. And Serve the Cause of Freedom." Another picture had at top a large loaf of bread, with these words below, "SAVE a Loaf a Week. Help win the war." The Altman display force has done some fine work in giving all the patriotic displays the best possible setting, and at the convention of merchants of New York and later the merchants of New York State, initiated by Mr. Friedsam and held early in October at the Waldorf-Astoria, fine "windows" were put in by Altman's on as many platforms, illustrating to the large number



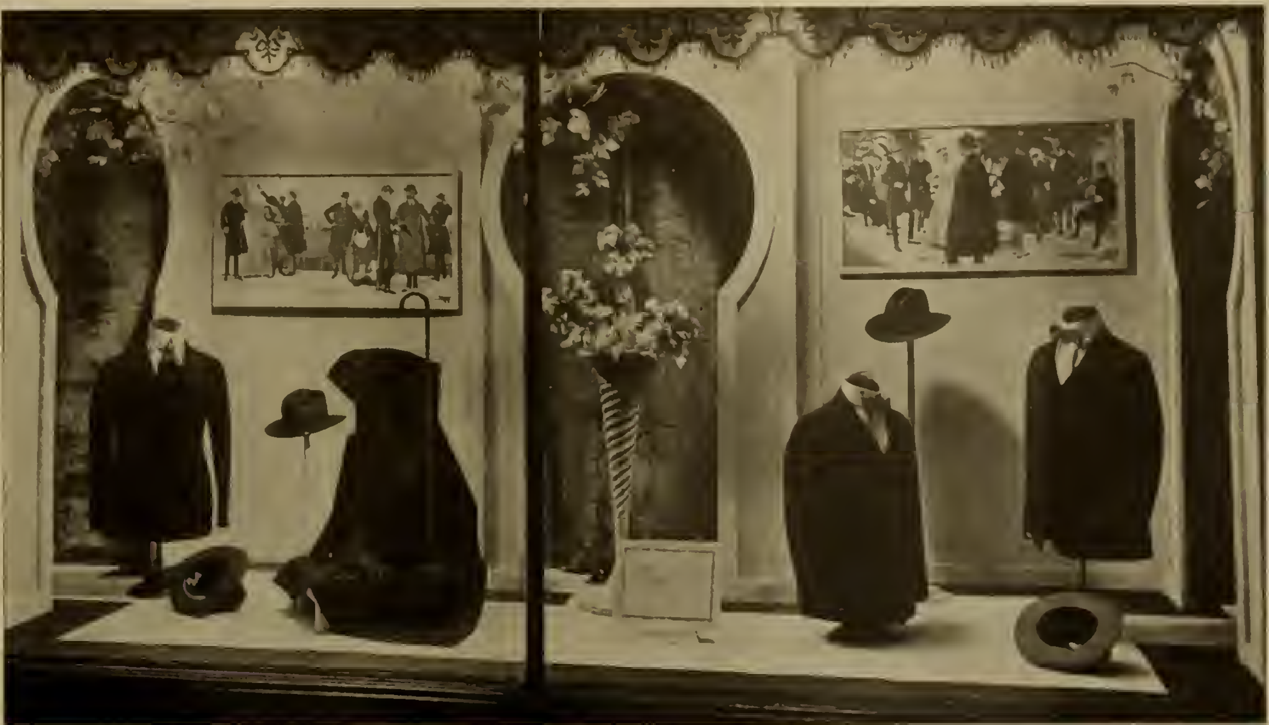
PATRIOTIC DISPLAY BY H. E. BARTLETT FOR GOLDEN RULE, ST. PAUL, MINNESOTA.

Plate No. 4392. Toy Display by A. J. Wagner for The Smith Store, Grand Rapids, Michigan.

This display of toys proved very popular with the grown-ups as well as the kiddies and crowds were continually inspecting. The automobile was cut out from a large bill-board poster and mounted on heavy wall-board. The Santa Claus figure was a cut-out and placed just behind the auto with a heavy robe thrown over his lap and had the appearance of sitting at the wheel. A long panel at back contained a Christmas scene. Every conceivable toy was placed in the window. Needless to say, this was a selling window.

of merchants present the methods of advertising in the most effective manner the food conservation ideas on which it is so necessary for the American people to become thoroughly familiar.

James McCreery & Co. are doing some excellent work in the marketing of Liberty Bonds. Aside from the booth that most or all of our large department stores maintain, they have installed prominent actors, actresses, writers, etc., at the bond booth, who have sold the bonds at specific advertised times. On October 15, for instance, Arthur Guy Empey, author of the new book, "Over the Top," was in charge, selling bonds, and a copy of his work was presented to subscribers, with the author's autograph. Empey has been "over the top" and taken part in many thrilling scenes in "No man's land." There was a big window hailing his advent as a bond salesman, with big signs of announcement of same, drapes and stands of flags and a big showing of his book. Empey and his assitsants were fairly mobbed. Among other prominent bond salesmen at McCreery's have been Guy Bates Post,



MEN'S CLOTHING DISPLAY BY L. A. McMULLEN FOR EASTERN OUTFITTING CO., PORTLAND, OREGON.

HOLIDAY DISPLAY OF FURNITURE BY J. B. SCHOOLER FOR DAVIDSON BROS., SIOUX CITY, IOWA.

Madame Olga Petrova, Mabel Taliaferro and a large number of other stars. In stores that have not made special displays promoting sales of Liberty Bonds, there has been the liberal use of signs, and for food conservation as well, which propaganda goes hand in hand with the bond program. There is some comment that these signs may detract somewhat from the specific interest in the merchandise, but the stores are anxious to do their bit, and aside from their commendable patriotic feeling, the featuring of the national needs naturally produces a favorable impression upon the public toward the store.

F. A. Jacobs, display manager for McCreery's, has been putting up some strong windows demonstrating "McCreery silks," whose wide repute and prominent featuring in the windows is well known. Mr. Jacobs semes to be getting away from drapes. One recent window was one of crepe de chines and Georgette crepes at $1.28, with a cascade effect in a large assortment of blended colors, well placed for harmonizing purposes. Another silk window was full of military stripes, all the fabrics selling at $1.45. Another window had vases full of autumn flowers and morning glories, placed on high pedestals, while the silks in three-color combinations depended from the tops of the pedestals.

There is some philosophy used by display managers in deciding on the treatment of their windows. We have heard it remarked by some that if one kind of silk was generally featured strongly,

FALL DISPLAY BY DISPLAY MANAGER TANNEHILL FOR CARSON, PIRIE, SCOTT, CHICAGO.

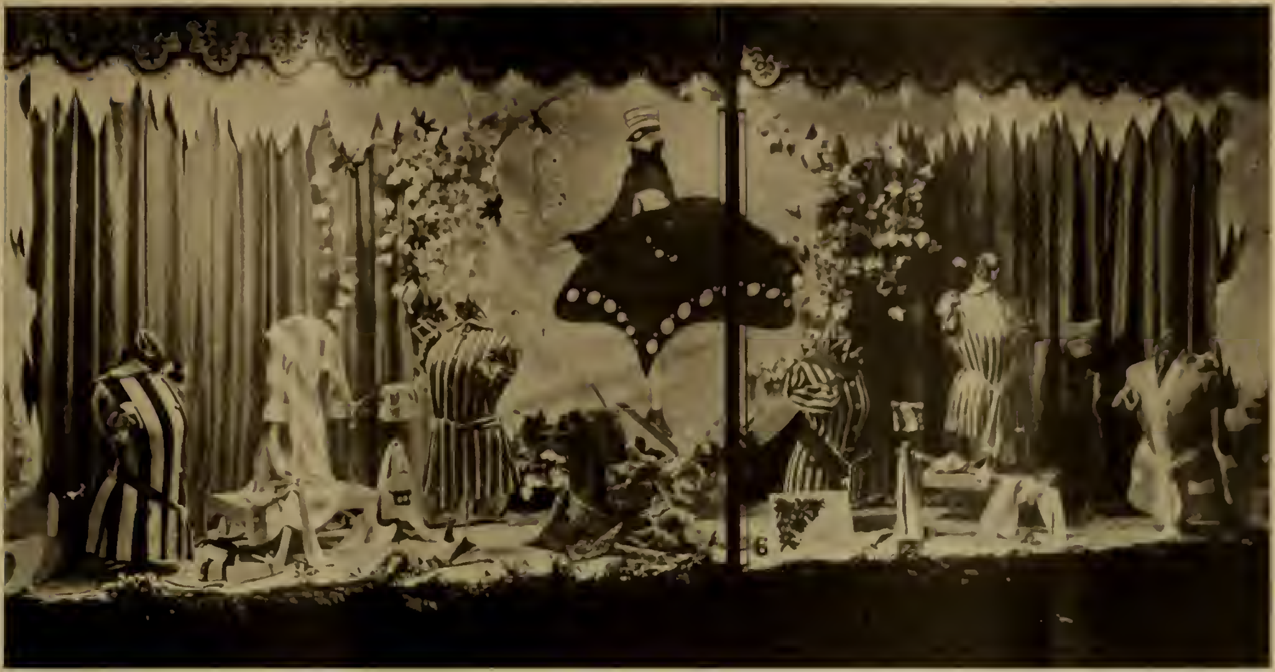


Plate No. 4393. Silk Sweater Display by L. A. McMullen for Eastern Outfitting Company, Portland, Oregon.

The background of this display was affected with the use of green curtains, over which icicles cut from composition board were placed. The center panel showed a skating girl and was done in very bright colors. The painting was on canvas and occupied a 7 ft. circle. The color scheme of green and white heightened the effect of the winter scene. In connection with the showing of sweaters, skates and hockey sticks were placed in the window. As may be readily judged, this display brought many sales. One neat holly card appeared in center.

it was a good gamble to change and play up something else; also, that with drapes generally used, a different treatment and a featuring of price in connection with an attractive showing of the various hues of the fabric was a good gamble, and more. Be that as it may, there is ample room for the exercise of philosophy and psychology by a display manager, fully as much as in the advertising department.

Returning to McCreery's, we may say that Mr. Jacobs says that a recent window of his entirely devoted to knitting bags of cretonne, silk, etc., was one of the greatest successes of any window he has ever put in. Everybody is knitting, nearly everybody for the soldiers, though there are those who are "attending to their own knitting," and not in khaki color nor gray either. But the knitting bags and material for them is a big "go" and cretonne is a favorite material for them. A new feature at McCreery's, by the way, is the new house furnishing department that occupies the sixth floor, and which Mr. Jacobs says has become an immediate success.

Gimbel's "Promenade du Toilettes," which was described in our last issue, left the boards the middle of last month, and the great crowds of the eighth floor have given way to regular business. This event, which was staged as effectively as ever by Display Manager Hopkins, brings thousands of people to the store and keeps them there for several hours, resulting, no doubt, in material additions to the business in all departments of the house. It is a big function, it gets the crowd, and is valuable publicity for Gimbel's. At the same time, it is noted that season fashion parades, and events of the kind are not growing in use in the large department stores. The war, the supremacy of the soldier and sailor, and old h. c. of l. are big factors and are gradually cutting off the extra unnecessary expenses of the big stores. This continues to bear heavily upon returns of goods which have been kept too long, deliveries of small merchandise that could be taken, etc. It should be noted, however, that there is a tremendous field for improvement in both these respects toward reducing the great overhead expense under which our department stores are laboring, and which is fostered by the charge account system, which has become a fixed part of the business of retail distribution.

As in New York, the Philadelphia department stores have booths for the sale of Liberty Bonds, while at Snellenburg's there is the biggest Liberty Bond sign in town, in red, white and blue, covering the entire exterior of one floor, and reading thus: "Buy bonds to put pep in our soldiers' step when they hit the Hindenburg line."

At Lit's there is a stunning corner window demonstrating "Scarlet, the new vogue in millinery," with lights of same hue, scarlet hats and turbans poised on tall fixtures, and figure in center of window with scarlet hat and a costume with ornamentation of same shade. There were red borders on the curtains and carpet and autumn leaves of same color completed the window.

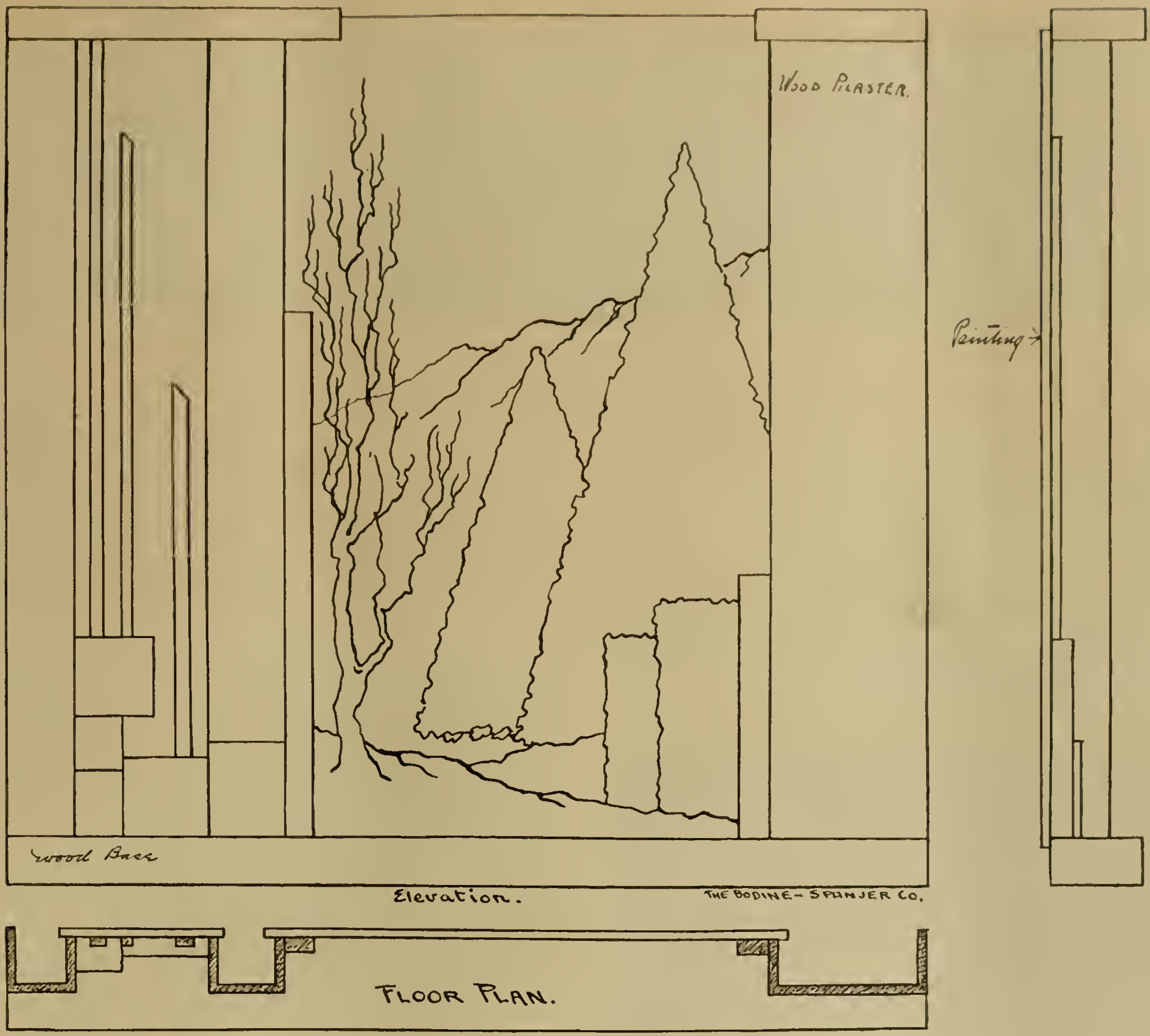
DISPLAY BY H. H. TARRASCH FOR F. & R. LAZARUS & COMPANY, COLUMBUS, OHIO.

Strawbridge & Clothier's fall opening of wearables had in each window the same attractive background, a wide, fairly high mirror framed in old gold, while festooned at top was a garland of autumn fruits and leaves. At each side of a large mirror in every window was a narrower mirror. The foregoing was a setting for a display of misses' dresses and party frocks, which were displayed specially on the second floor, old rose being the color scheme of the window. Velour hats for women were featured in an adjoining window, with the gold sticks, sweaters, etc., that accompany this headgear. The new tailored suits came next, and finally the gloves in a large window, with two feminine figures, one standing, the other sitting, and various colors and styles of gloves about. Strawbridge & Clothier, by the way, has for years been noted in the trade for their large and unusually progressive glove department. The buyer was abroad early this year, and notwithstanding many difficulties, he has the imported kid gloves, which are becoming such a scarce article. The same setting of mirrors and fruits in the first window continued throughout in each.

The feature of the windows of The Earle Store was a great, tall white vase, "marble" to the eye of the outside observer, this vase standing upon a moderately high and square pedestal—one of these in every window, the vase being full of autumn flowers.

The patriotic windows continue to come right along at Namm's, in Brooklyn, especially that long and narrow window between the two arcades. The fortnight of the opening of the sale of the new Liberty Bonds saw another fine window, with "Liberty" flanked on either side by a soldier and a sailor. Nearby were machine guns and other interesting war appliances, with decorations of flags. The window across the way was devoted to food conservation, with the standard informing signs containing information that is gradually working its way into the mind of the average American housewife.

CHRISTMAS DISPLAY BY J. B. SCHOOLER FOR DAVIDSON BROS. CO., SIOUX CITY, IOWA.



BACKGROUND SUGGESTION NO. 2

The October cover design was received by display men and merchants in the manner we had anticipated, and the hundreds of congratulatory letters received assures Merchants Record and Show Window that it has added another of those big features which have done so much for the display man and the profession. This latest feature—reproducing on the front cover, full-color background suggestions is perhaps one of the most practical and instructive features yet advanced to the men in the displaying world.

The pen drawing reproduced above offers a clear idea of the general construction of the background shown on the front cover of this issue. It contains enough suggestion and data to inspire a number of decorative treatments of a similar nature. The frame and wood parts are made from three-quarter inch wood and are colored. The two large trees at the right may be cut from composition board but the effect would not be as pleasing as that obtained from the painting of same on canvas background. The tall panel at the extreme right is made of wood and decorated in tones of blue. A velour drape to harmonize with the center painting would serve just as well in this case as the building and decorating of a wood panel. The same applies to the panel at left, which is highly decorative.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

This Department Conducted by G. Wallace Hess

In view of the fact that owing to military service there must be many changes in the stores throughout the land—changes where older clerks are trying to write the cards and trim the windows of a worker now in the service of his country—changes where possibly a high school lad is trying to do the same, I want first to give, not only them but every cardwriter and display manager who reads this article, a bit of good advice and ask them to heed it.

Without delay, go to the powers that be or the person who receives and opens the mail for your firm and instruct them to see that every circular, catalogue, price list or letter pertaining to wax figures, fixtures, airbrushes, cardwriters' supplies, artificial flowers, felts, plushes or anything of any kind whatsoever that is used by you, be not destroyed, but sent to you.

Too many mail receiving clerks consign too much of this matter to the waste basket of their own free will. I have in my years on State Street received circular matter, marked "Send to Mr. Hess, sign department," with the general manager's initials. This, where the clerk did not know where it belonged—yet he wouldn't destroy the firm's mail but sent it to the highest executive in the house.

Many inquiries are made as to the pens I use, the brushes, colors, inks, etc. Many of these have been covered in recent months—but many changes have taken place in our readers.

Heeding these requests I am going to give a brief going over of many subjects pertaining to cardwriting, for the next two months will be months of hard work—the practice you do will be real work and it will be "real work" to get it out on time.

First, I am going to pay my respects to schools teaching cardwriting and window trimming by correspondence. I have received perhaps a dozen letters in the past month asking of good ones. There have been many things "put over" in this line which do not savor of legitimacy, but on the whole conditions today are a vast improvement over a decade ago. And today when labor is scarce, when this source of education is all that many young men can get—when they are in fact crying for it, it is doubtful if one of these prospects asked three different display managers in his town who to take a course from, two out of three, would say "No one," and they would both be right and both be wrong. It is perfectly practical to teach cardwriting by mail. Perfectly practical to teach much of window display by mail—I know that some of you old timers will laugh at that statement, but if you mean to be fair and just, do any of you mean to tell me that you cannot or have not already learned something of value from the colored cover designs on this magazine? You couldn't look either Mr. Bodine or myself in the eye and say you hadn't. In the same manner scores of you have learned little and big things in window display from articles written by the many well known men who have and are still writing for this magazine.

The trouble with much of the "absent treatment" method as compared with trade journalism has been solely that the latter get the best men they can, while in many cases you never know the school's men.

But this has not been in our line only—it has seemed easy money in many lines. I will state on my honor that I spoke of correspondence or extension work to a regularly ordained minister who brought me two diplomas to engross. He represents a big university. He told me, "I am afraid our institution hasn't been blameless in the past but it is all right now. I have even been offered in two cases $500 and $1000 if I would confer a degree." This occurred only last week.

Today if you are in doubt about a school write the editor of a trade journal—for there are schools with good men in them—and in many cases his opinion will be worth far more than a haphazard inquiry in a small town.

Many students expect too much of a school and too little of themselves and of this, I will write a little next month.

In the selection of supplies, do not lay too much stress on testimonials. Just prior to the Baltimore convention when our president was first nominated, I happened to be a Champ Clark partisan—and you know what they did to Champ. The worst thing they could say against him was that he wrote a testimonial for a well known brand of stomach bitters—and he went down to defeat. Now all the testimonials ever

Christmas Suggestions

written couldn't make me see any good in bitters or whiskey. A testimonial, if honest, simply proves a certain thing has pleased a certain person—it is no guarantee it will please you or me.

In the selection of brushes, the average cardwriter will find four brushes on the order of a 6, 8, 10 or 12 red sable rigger indispensable, or an average set of 4, 5, 6 and eight red sable square end letterers with a No. 14 or 16 rigger, or a No. 10 or 12 letterer for large work.

Brushes separating at the ends are complained of most. What does it? I don't know. The makers don't know. My opinion, and I believe it the right one, is that there is too much hair set in the ferrule for the ferrule's size and that this compression has a tendency to spread the ends apart, just as a sheath of wheat bound tightly in the center spreads at both ends. That this is the solution would seem to be borne out by quill brushes. They never split. The quill corresponds to a ferrule; the compression is back from end of quill and the end of quill certainly keeps hairs in shape, and it is not possible to crowd a quill too much, else it will split. This theory again is borne out by the fact that Winsor and Newton and Rowney artists' brushes, known the world over—they don't make letterers—are set loosely in the ferrule, and though pointed they don't split. A brush that splits is useless save for a single stroke Roman letter and even here it will be ninety per cent failure.

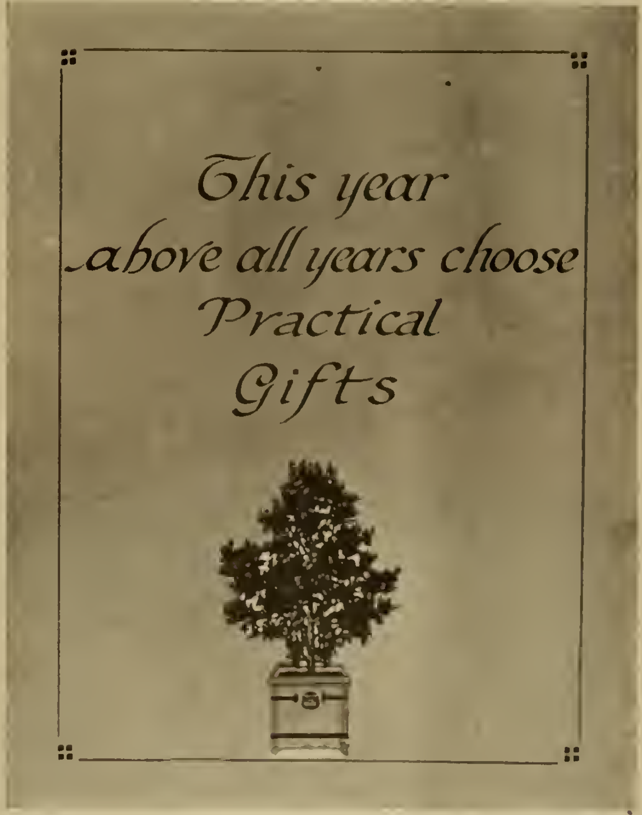
I hope the time will come when brushes will be sized according to the metric system which is the only system. In buying brushes, buy two or three of several dealers, in different sizes from each. Any make which suits you is a good brush.

In pens I use Payzant, Soennecken, Gillott, Haentze and Blanckertz Redis or Plug Pen, Leman, Kuhn or Brandauer music pens, fine and course ball pointed pens.

In inks for pens use Dietzgen's or Higgins' India. I like the former best. If waterproof is used, you can letter cowhide suit cases with them. Either can be diluted by adding a solution of one ounce of distilled water to which four drops of ammonia has been added.

Higgins' eternal and engrossing inks are cheaper—a two ounce bottle costs fifteen and twenty cents, respectively—any dealer has them in stock or can supply them.

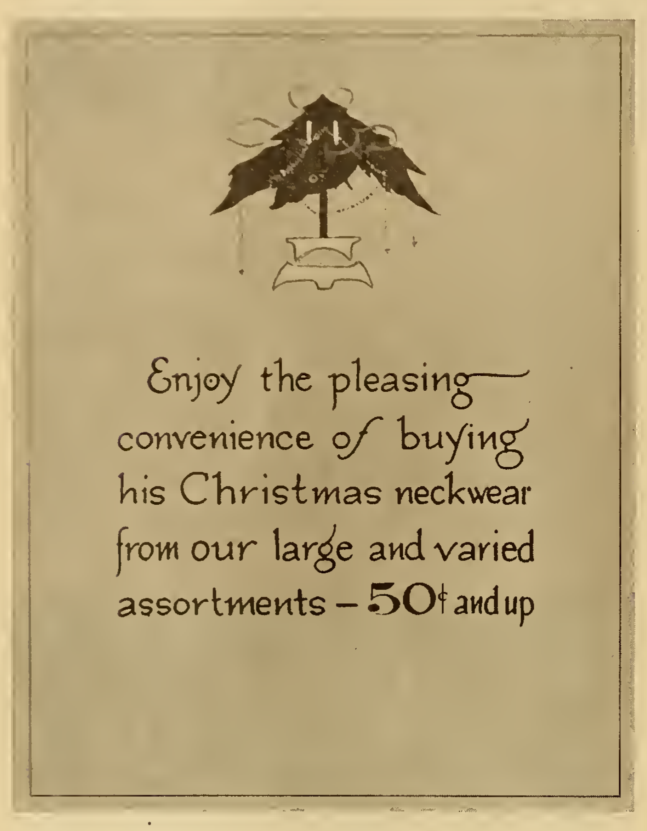
In using the Payzant pen, which I first introduced in these columns a decade or so back, I generally, in heavy work, get a ramikin such as an individual order of baked beans is served in. Then I get about a four inch square fine mesh brass screen wire as used on an old fashioned milk pail. Cut a circle about one-half inch larger in diameter than inside bottom of ramikin. With a scissors cut in toward center about five-eighths of an inch, a half-inch apart all around. Then fold these strips under. Throw in ramikin with folded strips underneath. Pour in ink so you have about a half-inch on top of brass. The lugs will raise the disc so the carbon and sediment will filter through to bottom and the pens can be let stand in ink, without nibs being clogged. This procedure can be used on all speed-ball and Soennecken or Gillott pens where fluid ink is used.



In the Payzant pen, I remove the set screw, regulate space between nibs with side plates of reservoir Often I file off the upper projecting lugs that the screw goes through so there's nothing left but reservoir to hold back ink.

Dip pen right in the ink. It is all rot about filling pen with a dropper in showcard work, though I do not question the advisability of this method on tracing cloth plans for blue prints.

For slant knock-out lettering, this pen works faster than any other device made. The ink flows by gravity—other pens depend upon pressure to spread nibs to let ink flow.



The best pen for a beginner is Number 2 for eighth and sixteenth sheets; No. 3 or 4 for price tickets, and No. 1 for quarter sheets. Best to begin with No. 2. Don't buy larger than a No. 1 unless on the trial money back system. They are not practical. The cohesion between the end of the pen and paper on account of size is too great. When you raise pen out of ink hold for a second over ink pot, to let surplus drain off.

In using pen try holding sheet of cardboard at upper left corner elevated from your sloping desk, the card held between thumb and fourth finger, lower edge resting on desk top. A light swinging, muscular movement penmanship swing is used. No pressure—just get end of pen in easy contact with cardboard. A little black letterine, say a teaspoonful to about four tablespoons of Higgins' eternal or engrossing ink will jet the latter for Payzant, plug or speed ball pens. Chemical decomposition will take place if much is mixed at once.

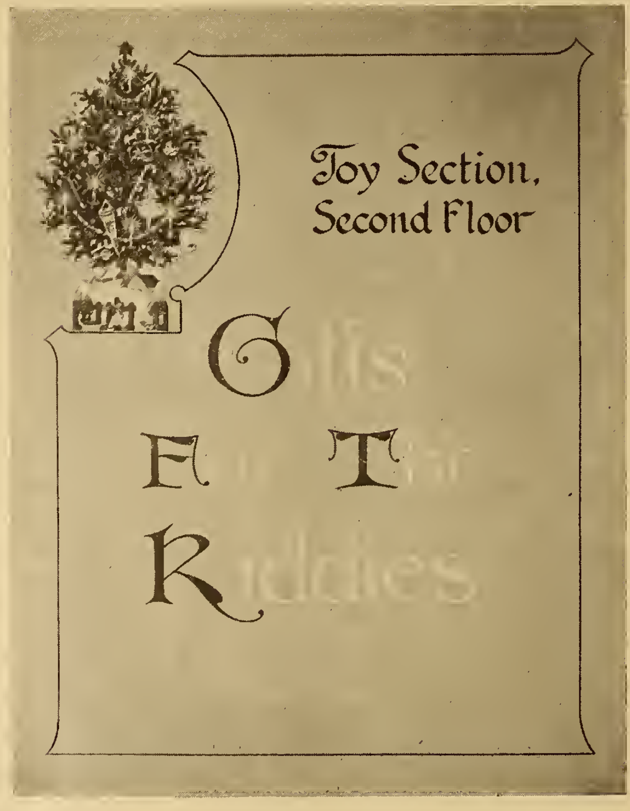
At night take all pens out of ramikin, rinse in water and lay a little pad of cardboard over ramikin and put a weight on it until next day. Twice a week strain ink through a piece of muslin, wash sediment out of ramikin.

A Payzant pen does not flow white or opaque colors. As the Payzant pen wears down, you can file the rivet which holds the reservoir in place and drive it out. With a smooth file, repoint pen back a ways on the order of a lead pencil with the wood cut into the lead at a right angle to the lead. This gives the pen a new lease of life. The reservoir can be slipped up on the sides of the pen and it will stay there. As a matter of fact there is about as much use for screws and rivets on a Payzant pen as there is to hold a retainer on a Soennecken pen.

In colors you have three or four well-known makes—aside from distemper colors, if you want to make your own. Your winter's supply of colors and inks should be ordered before cold weather sets in.

It is generally planned in department stores to have Christmas signs placed in service the day after Thanksgiving. Men's wear stores often run a little later. Many dealers throughout the country furnish blank cards for this season and nearly every store should use some kind of a different card for holiday goods. For window signs the average window decorator prefers to make something of his own, and very often he will find on some of the well known brands of postcards a little color sketch that he can duplicate.

The Christmas tree done in opaque colors on the 50c tie sign is taken from a postcard—done on cream board in natural colors and silver. Some decorators will prefer a long narrow upright panel card—others a long low rakish craft.

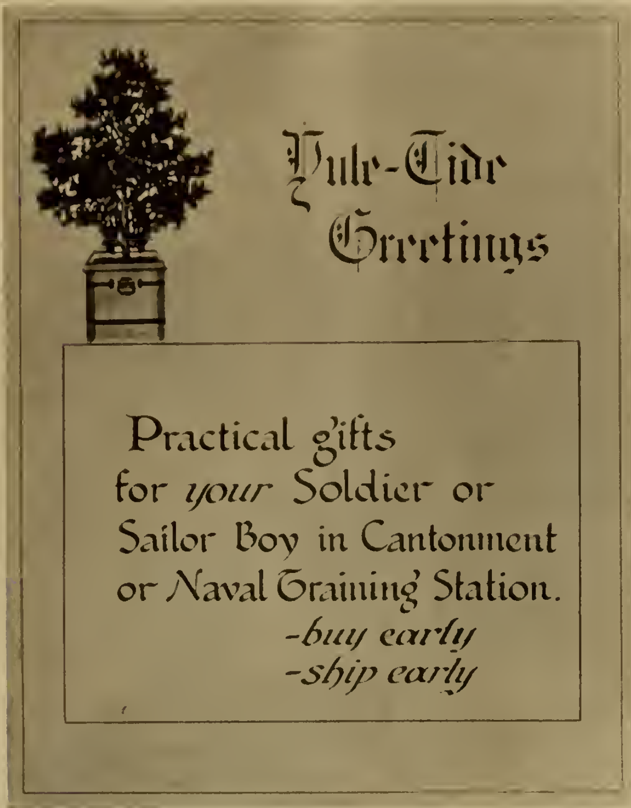


The Christmas suggestion card shows a combination of old English and the missal caps of last month.

Card lettered in black, red capitals. Dye cut vase of poinsettias at each end.

The other two cards show vases of holly and Christmas tree similarly used.

There is much work that can be done ahead of time for Christmas. If you are a new employe in a store, get to some old fellow worker who remembers what was done in previous years. If a men's wear store, there are staple prices in neckwear, mufflers, umbrellas, hosiery, shirts, suspenders and other things that can be made a little ahead and relieve the peak load tension. If a department store, there may be muslin signs to make for a toy section, glove or merchandise bonds to mount on mat board and letter.


Yule-Tide Greetings

Practical gifts for *your* Soldier or Sailor Boy in Cantonment or Naval Training Station.
-buy early
-ship early

Remember, the only way to learn to use colors is to "slough" around in them.

The original design on this month's cover was made with showcard colors and you will find that you may be able to do better than you realize on little studies taken from post and greeting cards.

You also have the air brush to depend upon. Here again you may be able to apply some card design for a stencil.

In making holly berries on a stencil or small circles of any kind, don't attempt to cut with a knife—on the contrary, go to a hardware store and buy a punch or two—not a nail-set carpenter punch, but the kind that has a hole in the center and sharp cutting edge. I do not know the trade name for same and neglected to learn it.

In the times which we are all facing now, conditions which demand that each and all of us should do our mite to help anyone who has been inconvenienced by the draft, I for one suggest to any business man who is forced to get along with a less skilled worker than the one now in uniform, or the youth or man who is in the thirties who is doing his best to make cards and trim windows, that you write to editor of any difficulty you are having in these lines.

If it is possible to give any special instruction I am sure it will be cheerfully given.

* *

REJECT SINGLE DELIVERY SYSTEM

"BRISTOL, Tenn., merchants have rejected a plan proposed by the Council of National Defense providing for a single delivery," says the Bristol Herald-Courier.

"Several weeks ago the State and National councils of defense appealed to the Bristol merchants through the Retail Merchants' Association asking that they take immediate steps to curtail delivery expenses and release men for service with the army and navy. The Bristol merchants complied with the request by establishing a four delivery system each day. Several of the larger stores eliminated one of their delivery vehicles and others made arrangements with their customers to deliver goods twice in the forenoon and afternoon.

"Under the present conditions the merchants felt that adequate service could not be rendered their customers by further curtailing the system. They intimated that if conditions became more stringent they would gladly do more to cooperate with the National Council of Defense.

"The Bristol men argue that a single delivery would hardly release more men for military service but would reduce their delivery efficiency to a minimum. The elimination of several vehicles from the system did little directly to provide more men for service and apparently little could be gained by additional restrictions on the systems."

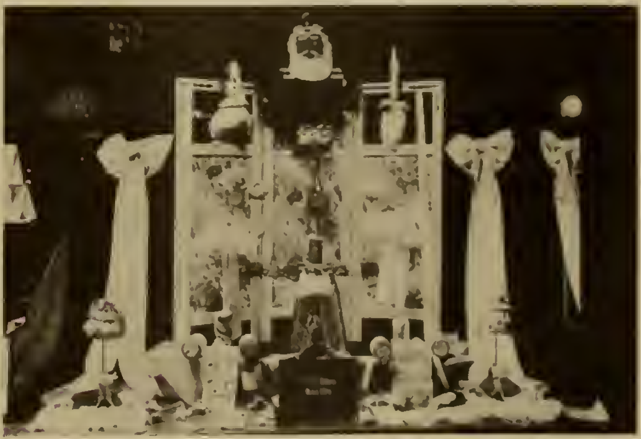
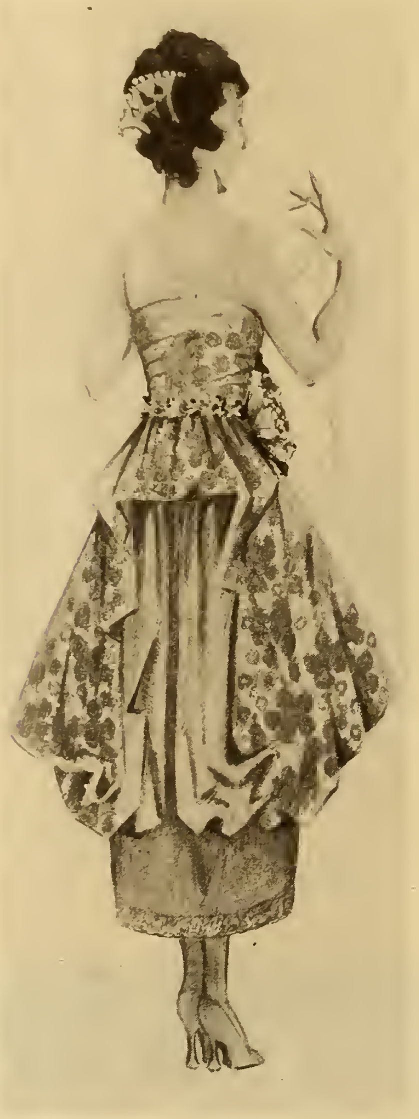


Plate No. 4394. Ribbon Display by Matt Markusich for S. Wolfson Dry Goods Co., San Antonio, Texas.

This ribbon novelty window was placed during the last holiday season and proved a big seller. The screen was made by the display man and covered with cretonne. At the top and surrounded by a beautiful holly wreath was a Santa head. One neat card appeared in the center foreground.

FRANKENTHAL DRAPES

DRAPING, artistic draping, while one of the most difficult of all branches of display work, has become one of the most important branches of the profession. In fact, it is conceded to be the most important work of the department or women's ready-to-wear store. Successful draping, as other lines, demands careful attention to details and the highest and best type of window decorating is largely a matter of taking pains and giving that special attention to the little things that is so necessary.

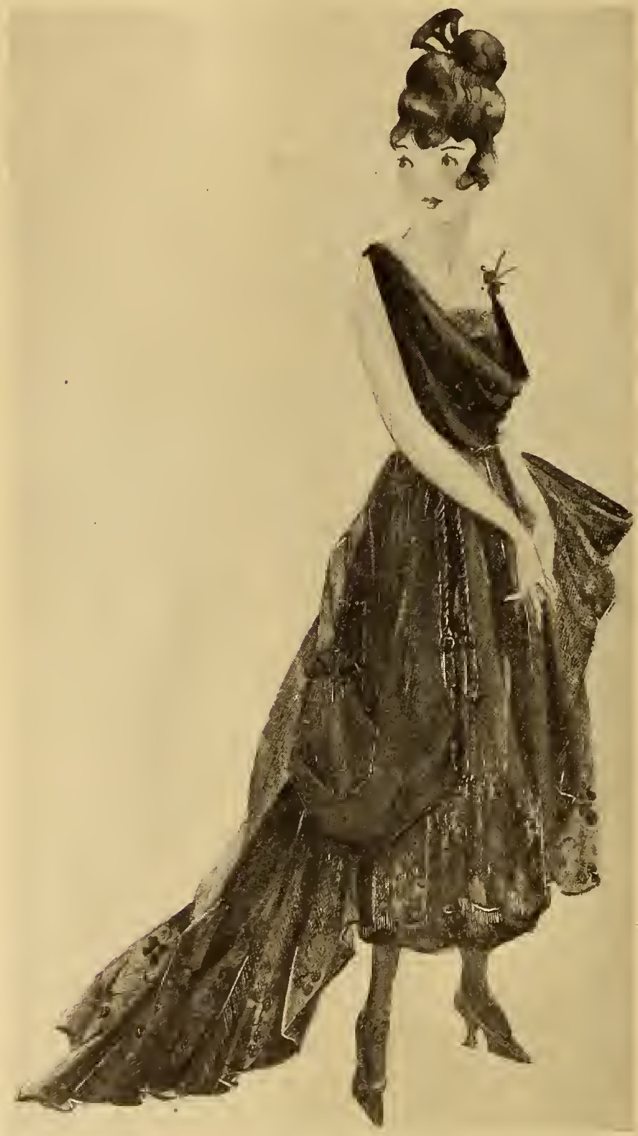


DRAPE NUMBER 1.

It is this attention that makes for perfection and an efficient display man will never be satisfied with the just passable type of work. Men of the profession understand generally that to exhibit in the show windows just "fairly good" displays is doing themselves an injustice and infringing on the rights of the man who pays the salary.

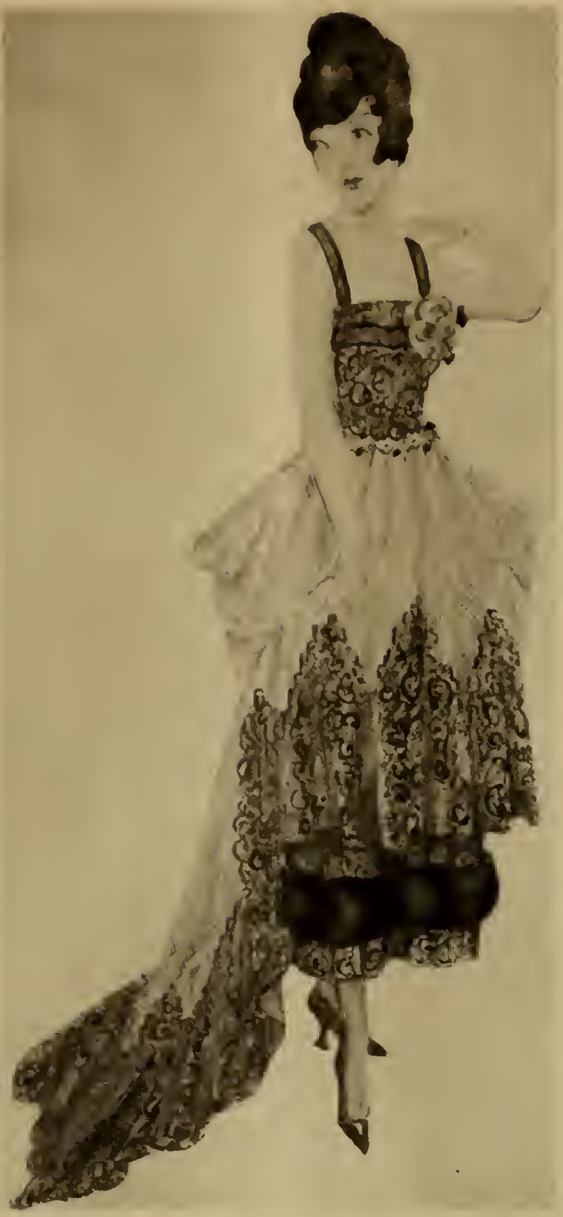
As we said before, high class draping has taken a lofty position in the art of window decorating and perhaps more attention is being given this feature of display work by the men employed in the profession than any other branch. Very often, in fact every day, we hear someone say to make a thing perfect, every part of the whole must be perfect—a statement that is self evident. Yet, strange as it may seem, there are a few men—perhaps more than you would expect—who seem to think that details are not very important just so long as the finished product approaches the "passable" point.

Naturally, the greatest difficulty in successful draping will be in producing the smooth effect of the folds. The articles appearing in this journal by Messrs. Duey and Frankenthal, leaders in this branch of display work, tell how to avoid wrinkles and unevenness of folds, as well as in detail explain every phase of draping.

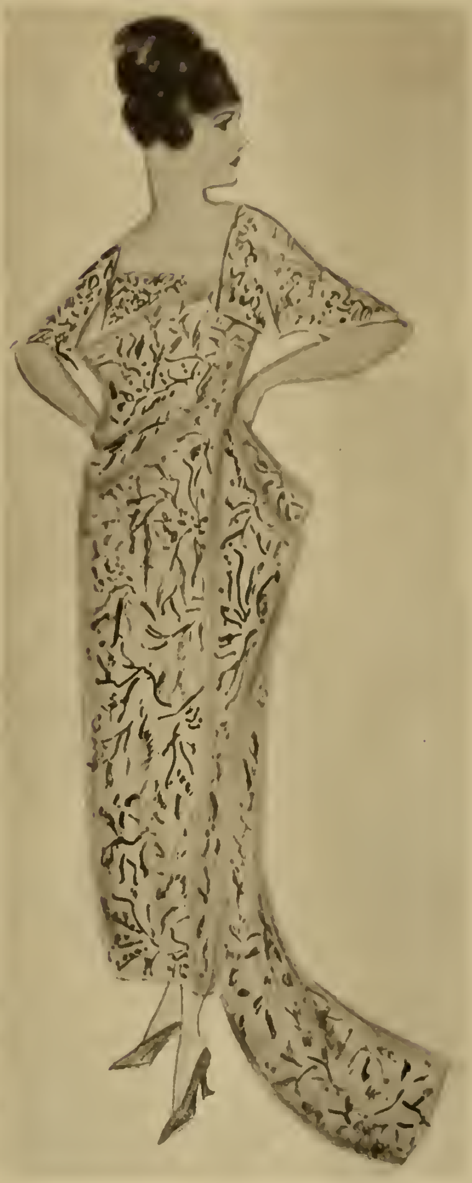


DRAPE NUMBER 2.

Reproduced herewith are four illustrations of drapes recently executed by Herman Frankenthal for the B. Altman store, New York. Mr. Frankenthal is recognized throughout the country as one of the lead-



DRAPE NUMBER 3.



DRAPE NUMBER 4.

ers in the display profession and an expert of extraordinary ability in draping. The halftone reproductions shown here give a fair conception of his perfection.

Drape Number 1 was made of metal lace retailing at $5.95 per yard. The new bustle effect is evident in this gown, and the skirt is of metal cloth, the newest style for evening wear. Flowers were used for trimmings.

The second gown shown here was made of lace priced at $12.75 per yard. It was trimmed with gold cloth. The waist was bronze velvet.

Gown Number 3 was made of gold cloth with tunic of gold lace. A beautiful piece of fur adorned the bottom of the skirt, while flowers were placed around the waist.

In the fourth illustration is a dress made of one piece of silver brocade. In this gown also we see the new bustle effect. This effect is had by starting drape at the waist and work downward, and then up.

THE DISHONEST AD

"THE dishonest advertiser is committing a worse crime than killing the goose that lays the golden egg; he's teaching the goose to lay gold bricks," said Louis A. Feibel, vice president of the Advertising Club of the Chamber of Commerce, before that organization recently.

"The dishonest advertiser, whether he baits his hook with stocks, clothes, or medicine, puts the advertisement in bad; all advertisements in bad, in fact if every honest advertiser would insist that his advertisement be placed only in the company of other reputable advertisements, the battle for clean advertising would be practically won," he declared.

* *

MERCHANTS of Birmingham, Ala., are about to form a retail merchants' association and J. H. Combs, secretary of the Retail Merchants' Board of Trade, Toledo, Ohio, is assisting in the preliminary work.

SALESMANSHIP AND COLORS

Salespeople Should Have Authentic Color Knowledge—Simple Rules At Disposal Of All For Governing The Judicious Use Of Colors—Why We Must Know Colors And Their Values In Selling

C. J. Nowak

ARTISTS and scientists tell us, as well as other great minds, such as Ruskin, that colors are man's greatest gift. In fact, of all God's gifts to man, color is the holiest, the most divine, the most solemn. Just imagine for a moment, what the world would look like if—the blue were taken from the sky, the gold from the sunset, and the verdure from the leaves, and the crimson from the blood, which is the life of man, the flush from the cheek, and the darkness from the eye, and the radiance from the hair; we could then soon see what we owe to color. Take color away from our merchandise and what would we have to offer? How much then, do we really know about our profession as salespeople, when we lack authentic color knowledge?

This is the day of the specialist; we find him in almost every walk of life. In the application of salesmanship he is elusive, and many times we find him not.

The Advertising Man, Card Writer and Display Men are experts in color knowledge; their work is the foundation on which the salesmen build their sales. Why then should they not give their support in color knowledge and finish the work successfully that is started by the artistic ability of the publicity factors of their establishments?

To understand the rules of colors as laid down by nature, and their importance in the sales of merchandise, we must know and study this important subject. We are all born with a color instinct, which almost without exception we exercise automatically or unconsciously. In many of us as salespeople, this instinct is developed to a greater extent, and is shown in our selling ability.

The reason for the great success of the mail order house today is attributed to poor service by the ordinary store due to the lack of color knowledge, whereby the confidence of the customer is lost, due to the salesforce being "on the fence," as it were, on this, their most important selling factor. Therefore, we all owe it to ourselves, and our employer, as well as the public (who after all is the store) to study and develop this vital subject.

We often hear a salesperson remark, "I can never become a great saleswoman," "I have no talent for color;" or others will tell you, they need no further color knowledge, as they "have a good eye for color," or, "I have a good taste for color." But ask them to close their "eye" and see just how far their supposed talent will carry them.

We must know the rules and laws of colors, so that we can advise and suggest with absolute certainty—that is the only way we can hope to gain the confidence of our customers and keep "Home trade at Home."

It is true that some salespersons have a natural instinct and almost unmistakable judgment for the correct use and selection of colors, but they are among the few.

Fortunately there are certain simple rules governing the judicious use of colors, so that our merchandise will remain satisfactorily sold and will keep down the tendency of the return goods evil. A garment or article should look as well at home as it does at the time of purchase, and this can only be done by knowing absolutely that it is right in its color value at time of sale.

Let us pause a moment and ask ourselves, if we would leave the furnishing and decorating of our home or club to a man that knew nothing of color value or harmony. Would we go to a store with confidence and would the sale be permanently satisfactory if we had a doubt as to the salesman's color knowledge?

Why then should we expect the public to come to us when we lack this fundamental knowledge? We are only of importance in proportion to the color knowledge we possess.

As an example, let us take two display tables—on one table place a large number of silver lined combs, brushes and toilet articles. The table could be of light oak, with a glass stand, raised about 12 inches from the level of the table top—no cover or drape of any kind. The result is that the merchandise and the table stands and glass stand merge so nearly into each other that a passerby is forced to look twice to discover what sort of an article is being shown.

The second display consists of commonplace articles, such as handbags. A similar table is used in this display, but the table is covered with warm red velour. The black bags are artistically placed; the result is apparent.

It is true that service plays an important part in merchandise. But color harmony—the arrangement of merchandise on table and shelves is of greater importance, so that the eye is flattered and the mind is induced to consider—is a weapon that can be subtly used in the store and show windows, to suggest quality, beauty, and instill confidence in the store, as well as to lure the unwary customer into making a purchase.

Basic Principles

To understand colors and their vital importance in daily selling we must first understand the basic principles.

First: Nature has given us but three colors, which are red, yellow and blue, and are known as the primary colors, and are shown in their relative position on the color chart.

Second: Our second set of colors are known as secondary colors and are obtained by combining the primary colors in combination, viz.,

Yellow and Blue,	*Green*
Blue and Red,	*Violet*
Yellow and Red,	*Orange*

and are shown in their related position on the chart.

Third: The tertiary or third set of colors are obtained by combining the primary and the secondary colors, as they appear on the chart, and their relation is likewise true.

Black and White play an important part in colors, as follows:

A Tint is the result of adding *white* to any color, obtaining a lighter effect. *A Shade* is the result of adding *black* to any color, obtaining a darker effect. *A Tone* is the result of adding one color to another. *Hue* is used to express the depth of any color, "as it was light," or "dark in hue."

It has been estimated that 80 per cent of all sales made in department stores are made by women purchasers, and as woman is born with a finer color instinct than man, we must be prepared to suggest colors in selling with absolute certainty.

The most bewildering part of color is the manner in arranging or suggesting colors. To become expert in the proper combinations of colors, we must first study the color chart.

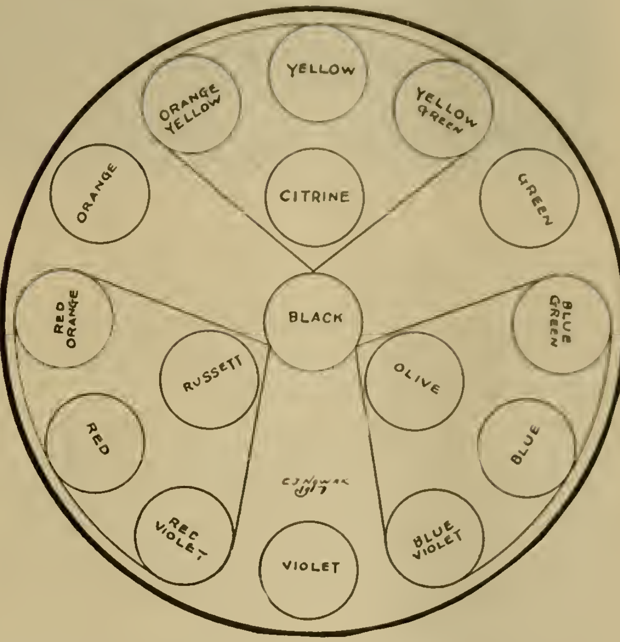
Colors are combined in but two ways. The first arrangement is known as Related or Blended Color Harmony, also called "Analogous." The colors as they appear on the chart are related in their position, also are they related in their color harmony, as they are in close proximity. For example, violet and blue-violet, or violet and red-violet, etc. Therefore, colors as they appear on the chart, as well as their tints and shades, can be safely used and suggested, as they are in close relation.

The second arrangement of colors is known as contrasting or Complementary Color Harmony. The colors that are in direct opposites as they appear on the chart can be used together, and produce what is known as contrasting color harmony, viz., red and green, blue and orange, etc., as well as all the tints and shades of each color. Color harmony of this character is known as striking, or strong effects.

Red and green are the most popular colors, but must be used with great care, never to be worn or used in their greatest intensity. Nature uses red very sparingly, but on the contrary uses green in vast areas. A child will fill its arms with red roses. A woman of refined taste will arrange a rose with a few sprays of green leaves. This one fact is the key to color in salesmanship. The red waist and green skirt as worn by the gipsy is barbaric. The dark green suit and a red rose worn by the woman of refined taste is the repetition of mother nature who is always a safe guide to follow.

Colors appear to best advantage, or to their fullest value or intensity when placed next to their complement, as red placed next to green, or violet placed next to yellow, or orange-yellow when placed next to blue-violet, etc.

Therefore when colors are correctly placed, one influences the others' appearance, modifying or accentuating the others in proportion to the color relation.



When two dissimilar colors are placed together each has the tendency of becoming tinted with its respective complement. *Because*—when one color is seen without its complement in some form, the mind's eye pictures the complement or the color lacking, and mixes with the color present, and forms a greyish cast, in the brain picture. As an example—suppose we are looking at a green color; the mind instantly pictures its complement which is red, and the result is the green appears greyish green. Place red next to the green and it instantly appears brighter, and at its fullest intensity.

Black has the tendency of subduing bright colors, while white intensifies or makes dark colors seem lighter by contrast.

Merchandise within the store, on the shelf, table or show case, should have the same consideration or artistic treatment it gets in the show window, to give the best selling effect.

Olive Shades are procured by adding black to the blue-greens, blue, or blue-violets, and consequently olive shades are related to this group of colors.

Russet Shades are procured by adding black to red-orange, red, or red-violets, and consequently are related to this group of colors.

FALL OPENING DISPLAY BY D. W. MOYER FOR CHAS. A. STEVENS BROS., CHICAGO.

Citrine Shades are procured by adding black to the yellow, orange-yellow or yellow greens, consequently are related to this group of colors.

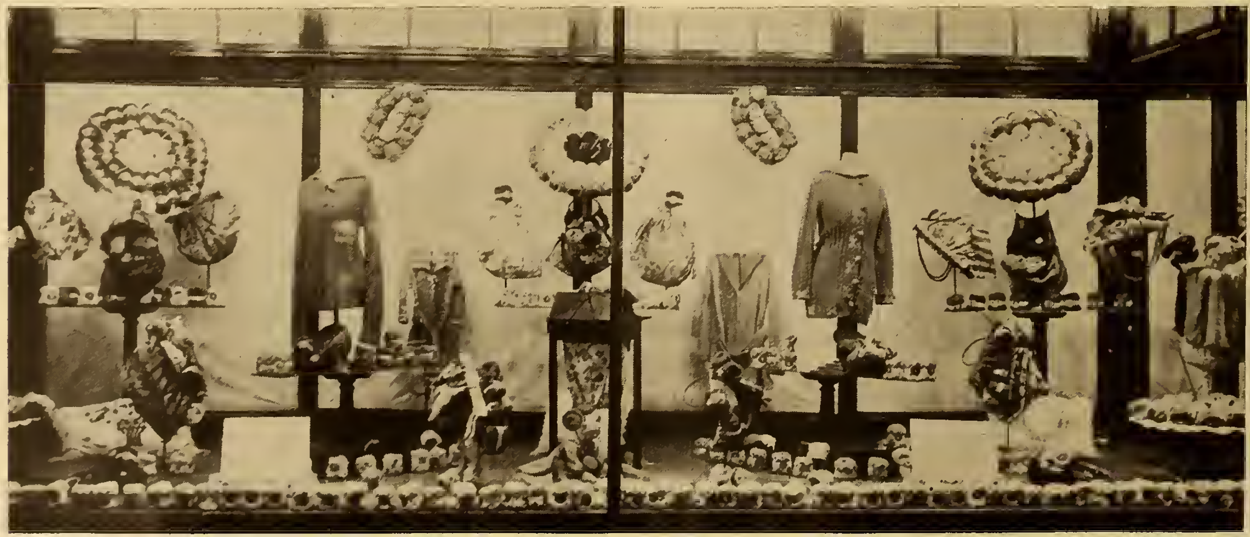
Note the importance the primary colors take in creating these three *tones,* Olive, Russet, and Citrine.

Another point of great importance is the selection of colors to best suit the customer. A sale to be complete and satisfactory must have this element. Every customer wants to look her or his best in their wearing apparel, at all times.

A sallow complexion should avoid all cold colors, while a clear complexion may wear most colors, except those that clash with the color of the hair or eyes.

The following condensed list is suggested in a general way for the average person, but as there are nineteen distinct types, discretion must be used.

Brunette	*Blonde*	*Red Blondes*
Shades of Red	Navy	Nile Green
Old Rose	Sky Blue	Yellow Green
Wine	Garnet	Dark Green
Salmon	Heliotrope	Medium Blue
Orange	Olive	Turquoise
Shades of Yellow	Nile Green	Dark Purple
Terra Cotta	Dark Green	Lavender
Mauve	Bronze	Pearl Grey
Navy	Pale Straw	Steel Grey
Silver Gray	Black	Maize
Iron Gray Hair	*Chestnut*	*Silver Gray*
Black	Dark Red	Gray
White	Wine	Blue Gray
Gray	Pale Blue	Cream
Purples	Gray	Ivory
Dark Greens	Dove	Black
Old Rose	Pearl	Pastel Shades
	Navy	Greens



YARN DISPLAY BY CHARLES DUKERT FOR STEIMBACH COMPANY, ASBURY PARK, N. J.

HELPFUL SUGGESTIONS

Now Is The Time To Prepare For Holiday Business—Supplement Newspaper Advertising With Proper Window Display—An Example Showing Necessity of Cooperation In Departments

Clement Kieffer Jr.

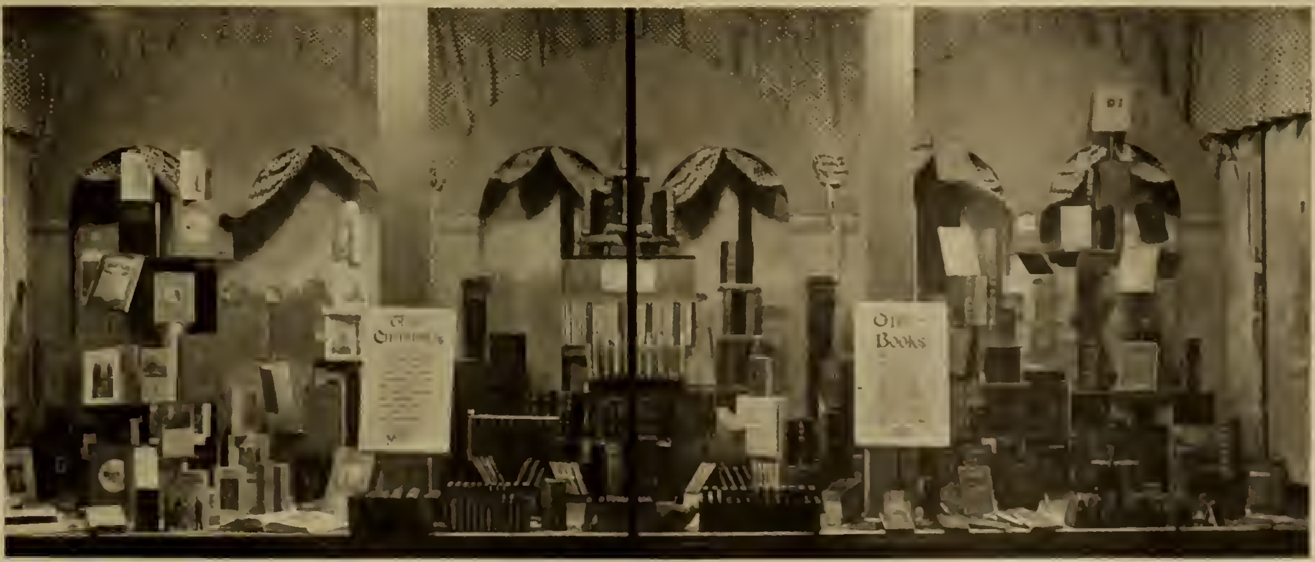
THE holidays will soon be upon us and that means that every ounce of ingenuity we have at our disposal will of necessity be brought into play. It will mean that we must work doubly hard to please our employers and their patrons. They'll be on the alert in anticipation of seeing something new. Go to your employer *now, today*, and ask him for your Christmas appropriation and get busy. To procrastinate spells many added extra hours work.

Beginning with the day after Thanksgiving I think it a good and wise plan to lay out the windows for every day up until Christmas Eve, and to make a change in your windows, if not every day, every other day.

Your advertising alone won't bring people to your store—your windows must supplement your advertising. For if not, our mutual friend, Mr. Customer, might read your housecoat ad and come down town with the money in his "jeans" ready to purchase the housecoat, and pass by your competitor's window, see a beautiful display of the aforementioned article, their exquisite colorings, smart patterns and elegance of texture, and forget all about your advertisement and nine times out of nine would make inquiry where the display attracted his attention.

A friend of mine in R——, who is an ardent champion of window display as well as an advertising manager, was telling me the other day that he ran a hat advertisement featuring one price, one style, and something very special. The advertisement was two columns, 12 inches, carefully worded, systematically set up, with a very good electro illustration, but through some error the cogs in the wheels of progress slipped, and the display man did not supplement the advertisement. In consequence he, as well as the department head, was abashed to admit they did not receive an inquiry, much less a sale. The following day the display of hats was put in, a harmonious setting in blue and gold, the card lettered to blend with the background. The window sold fifteen hats the first day, eighteen the second, twenty-seven the third. It was then taken out and he tells me not a business day goes by that someone does not come into the store for the hat that was in the window, trying his "darndest" to describe its peculiar colorings.

Some of us remember what we read, most of us remember what we hear, but all of us remember what we see. I had often *read* of Chicago, and often, very often, *heard* of Chicago, but not until I *saw* Chicago, did I remember it so keenly. You can tell a fellow all you want about how beautiful the stores are, Mandels, The Hub, Fields, Carson Pirie, etc., etc., and he can read in the trade magazines of the wonderful and exquisite spring and fall openings, but he must see them to fully appreciate their marvelous beauty and splendor. Just so with window displays, your customers must see your merchandise to make them fully appreciate your efforts. So, Mr. Display Man, get ready now for the big rush and present your merchandise to the public in the best possible manner, watching your details, and don't ever be found guilty of using underwear in the same trim with canes and umbrellas. I have seen this on many occasions, *that's why I remember it.*



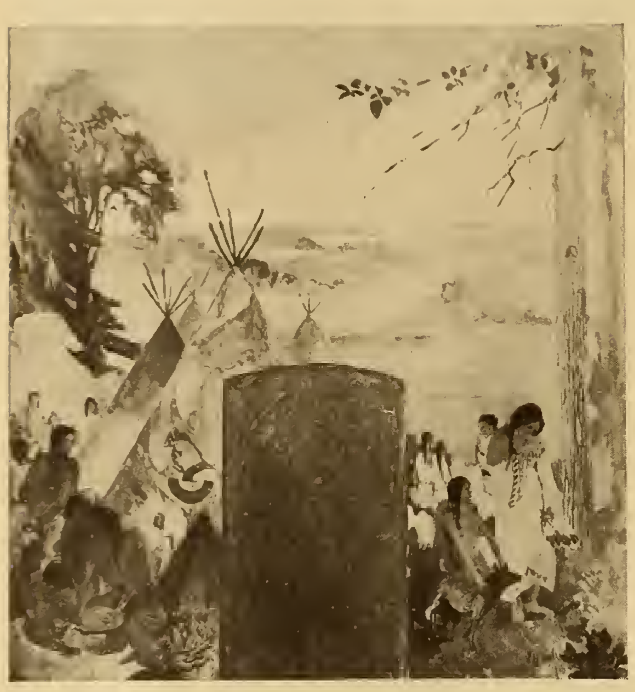
DISPLAY BY STANLEY CHARETTE FOR J. K. GILL COMPANY, PORTLAND, OREGON

WINDOWS AS EDUCATORS

Educational Value Closely Allied With The Advertising And Selling Value—Historical Features Should Be Given Place In Show Window—A Few Illustrations

George F. Steinberg

THE educational value of the show window can hardly be separated from its advertising and selling value. It is either raising or lowering the standards of taste and discrimination among the people. They may not even be conscious of the fact, but they are undoubtedly affected by the judgment and knowledge displayed in the arrangement and background. The show window can be the means of definitely visualizing, in a manner not equaled by any other medium, of an infinite variety of information. This information naturally should be of such nature that it has a particular appeal to inhabitants of the community in which your store is situated.



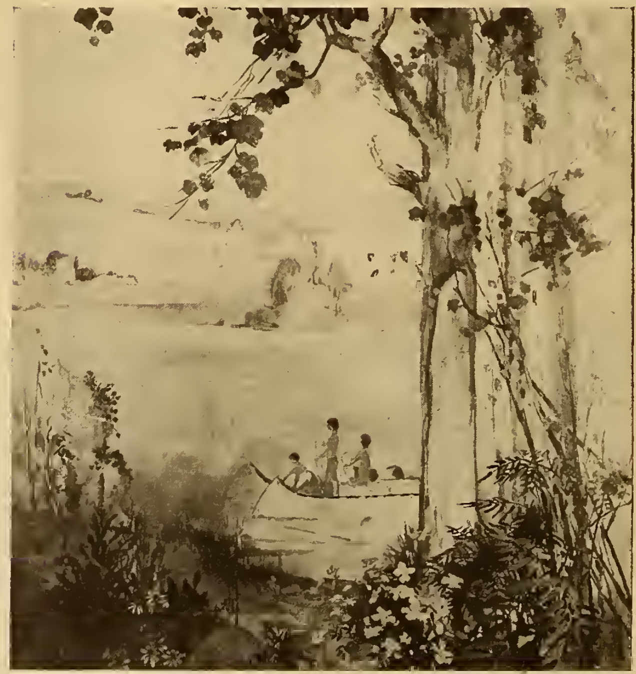
We go to Europe to listen to historical tales of this place or that and seem able to arouse a great deal of interest in them though there can be absolutely no personal appeal in those happenings of long ago in a strange land among strange people. How fine it would be if we would bring forward and advertise some of our own history. I doubt if there is a section of this wide country of ours but has one, or perhaps dozens of momentous happenings to emphasize. Instructive events that may lay claim to individual notice, as being mile stones in the development of our country. Very often, few know of them. The information is generally locked up in the rooms of some historical society, where on a rainy day a few people may wander in to kill a little time. Is it little wonder, judging from the way these facts are presented, that after gazing a few moments at the dusty relics, etc., that the people are bored to death and hurry away till perhaps later they have to show the country cousins a good time.

How different the effect, if the window displayman would create a setting, that would bring to the people these events staged in a manner that would hold their interest, arouse their enthusiasm and develop that spirit of local pride that is so essential to every enterprising town. With the opportunity to work wonder effects of light and color, points could be driven home that would hold the attention and bring the observer back again and again.

I do not mean that it is necessary to attempt semi-realism, a sort of imitation of Mrs. Jarley's work. For instance, the old stall of figures that look as if they are stuffed with straw, grouped about the camp fire, with just enough light to show the stack of shirts in the corner.

Choose some method, and there are so many in which the effect is quite in harmony with the best decorative principles that underlay all good things.

For example, the event chosen may be portrayed in exactly the same manner that fine mural decoration is used to beautify and enhance the aspect of our great public buildings. It can be used as a background painted in highly decorative and modern manner in a well chosen architectural setting with the proper lighting, hanging, floor, etc. Created so, it should form a dignified and unusual background for the show window's original purpose, the *displaying and selling of merchandise.*



The reproductions show but one of the many incidents of Marquette and Joliet and illustrate the meeting with a party of chiefs. It was a historic meeting with consequences that helped largely in the development of our middle West. It should be of great interest to all Americans, particularly those of the vast area drained by the Mississippi. These explorations of Marquette and Joliet, their connection with early settlers, traders, Indians and the rest, are but part of the great historical background of our country. They well deserve to be brought out of the comparative oblivion along with the many other great events that we should be so familiar with, but as it happens in so many cases, are ignorant of.

It is quite within the realm of the show window to do this very thing. It is but one of the many ways that it can bring out its educational value, identify itself with the best in the community, and in raising the standards of that community, reap the benefits.

* *

CAPITALIZING PRESTIGE

AN illustration of one way to capitalize a prestige of years' standing is contained in a recent window display worked out by the New Nantz & Neuner Co., retail florists of Louisville, Ky. This house was established more than two generations ago and during all its existence has enjoyed the patronage and confidence of a large clientele. One of the advertising policies of the company is to make displays at the Kentucky State Fair. This year three blue ribbons were awarded to it, along with numerous second and third prizes. Instead of merely showing this array of ribbons in its show window on Louisville's principal retail thoroughfare, the members of the company undertook to capitalize its long-maintained practice of grabbing off the awards at the exhibitions of the section.

The central piece of the window was a diploma, issued to Henry Nantz for his "best" display of flowers at the Kentucky Mechanics Institute, which was held in Louisville in the fall of 1856, sixty-one years ago. This diploma, in its worn gold leaf frame, was surrounded with a brave array of ribbons taken by the same company at the Kentucky State Fair, successor to the old Institute, in the display of 1916. On a separate board were the ribbons of this fall, while on shields were ribbons of other years. The message of this display was expressed in the lettered statement at the top of the white covered board containing the diploma, reading:

"We Began Winning Blue Ribbons 60 Years Ago."

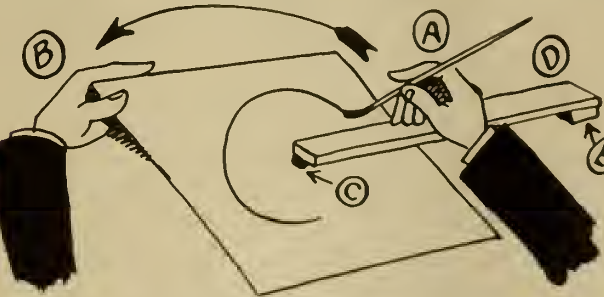
There was, perhaps, a good deal to be desired in the manner in which the idea was executed, but the idea is a thoroughly suggestive one.

* *

CIRCLES ON CARDS

REPRODUCED herewith is a diagram and explanation regarding a new idea for making brush, pencil and pen strokes in circular form on show cards. This is the idea of E. H. Peterson, display manager for Bender's Department Store, South Chicago, and the originator of the plan thinks his new method is far superior to the method generally used by show card writers. With this system one may make circles on any part of the card by simply moving the hand to that particular place where a circle is desired. The system now in use requires the changing of the length of string in order to get the desired circle. Mr. Peterson claims that with his system one may make a perfect circle with one turn of the card, providing, of course, that there is enough color on the brush.

The little sketch accompanying no doubt will give a clear idea of Mr. Peterson's method. The right hand (A) holding the lettering brush, is resting on ruler (D) which is placed on thumb-tack (C) and block (E) (This prevents ruler from resting on card, and leaves card free to be easily turned around.) With the left hand (B) the card is turned as arrow points. The brush in hand (A) is held still while the card is turned in the process of making a perfect circle. The circles may be made at any place on card by moving the right hand along the ruler. The thumb tack in center of card is driven through card and into the table.



MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT, DISPLAY MANAGER AND ADVERTISING MAN

COMBINING

"Harmon's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
"Merchant and Decorator"	Established 1905

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JAMES W. FOLEY - - Editor

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MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The International Association of Display Men

**In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.

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November, 1917

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GIVE SOMETHING ELECTRICAL

THE Society for Electrical Development has planned a big nation-wide Christmas Gift Campaign. A broadside announcing this campaign has been mailed to 20,000 persons. The features of "America's Electrical Christmas" are outlined and information given regarding the display publicity material available to help the electrical industry get its share of the $200,000,000 annually spent for holiday presents.

Remembering the success of "Electrical Prosperity Week, 1915," "America's Electrical Week, 1916," "Wire Your Home Time," central stations, manufacturers, jobbers and contractor-dealers will realize upon this opportunity. The electrical industry never has gotten its share of the big money spent in Christmas gifts. This is the first concerted effort in this direction and the time is opportune for an immense business.

The sales helps being prepared for the campaign with the slogan "Give Something *Electrical* This Christmas" include a special holiday edition of the Monthly Sales Service of the Society. Timely advertising suggestions will be given, special window displays will be shown, circular letters breathing the holiday spirit have been prepared and also the regular features of the popular service bulletin.

A special Christmas poster has been designed. This poster will be available for window displays, store cards, poster stamps and window cards. A transparency suitable to the holiday spirit with special reference to electrical gift suggestions, will be available for windows and doors. A set of special display and price cards have been designed, each card directing attention to the one appliance shown. These silent salesmen will almost sell the appliances themselves.

A brand new motion picture feature has been prepared. Two human-interest scenarios have been produced for the Society by the famous Universal Film Manufacturing Company. The stories show the actual operation of electrical appliances with strong suggestions to "Give Something *Electrical* This Christmas." These films can be purchased outright for fifteen dollars so that they can be kept and used from time to time wherever and whenever the owner wishes. The dealer's name and address appears in the film.

* *

THE ANNUAL CONTEST

THE big Annual Contest of 1917, conducted by MERCHANTS RECORD AND SHOW WINDOW will close December 31st, 1917, and no photographs received after that date will be entered. Already close to two thousand photographs have been entered in this big competition, and no doubt another thousand will be added before the closing date.

MERCHANTS RECORD AND SHOW WINDOW has conducted this big annual event for many years and these contests are recognized by all as the most important competition in the window display world. The representative window decorators throughout the world enter this contest, and to be awarded a prize in this event means that the display man winning same has received the highest honor in the profession, and the prize is a permanent and practical testimonial to his skill.

Get busy at once. Send photographs of your recent openings and coming Christmas displays. Photographs of displays placed since January 1st, 1917, are eligible for this contest.

* *

DEATH OF EDWARD A. BEAVEN

On Monday evening, October 22nd, Edward A. Beaven passed away in his home at Evergreen, Ala. This news will come as a shock to thousands of merchants and display men throughout the country. The death of Mr. Beaven ends a life that has been devoted to the endeavor to give comfort and good cheer to his fellow men. He was the pioneer in the evergreen business, and under his direction millions of pounds of holly, mistletoe, smilax, palms and magnolia leaves have been gathered and shipped to all parts of the universe, giving that natural freshness and attractive appearance to thousands upon thousands of decorations in stores, homes and churches.

Mr. Beaven had been in failing health for a number of years and when he left Chicago a short time ago, after having spent several months in this cool, invigorating climate, it was apparent that the end was not far off, but his indomitable will-power, combined with unusual optimism and cheerful nature, kept him with us long after he had several times been given up. The sincere sympathy of all who knew Mr. Beaven is extended to his widow and children.

The business is being carried on by Miss Beaven, a daughter, who has been practically in charge for some time.

* *

MOVIE SHOWS MISTAKES

"THE Troubles of a Merchant and How to Stop Them" is the title of a feature film and lecture so many chambers of commerce throughout the country are presenting before their members and merchants of their respective localities. The lecture and pictures are furnished through the courtesy of the National Cash Register Company, Dayton, Ohio.

This film shows "The Trouble of a Merchant," the mistakes that usually occur in the average store; the indifference among clerks on account of lack of proper supervision, bad system, poorly arranged stock, which resulted in losses and leaks in the business, and finally caused the merchant to become disheartened and about to give up the struggle.

The merchant's career changed, however, after he adopted a system that gave him a proper check on his goods and money, rearranged his store and goods so that they attracted customers, and taught his clerks how to become more efficient through being courteous and attentive to the trade. The lecture and pictures bring out many other ideas of interest to the merchant, and are instructive as well as entertaining.

* *

W. M. REED RESIGNS

IT IS with genuine regret that we make the announcement that W. M. Reed has tendered his resignation as traveling representative of MERCHANTS RECORD & SHOW WINDOW. The state of Mr. Reed's health and his inability, for the time being at least, to travel, compels the reluctant acceptance of his resignation.

Mr. Reed has been an important factor in the success of this journal, having been its representative continuously for nearly 15 years. In this time he has visited every state and Canada, visiting most localities at intervals of one and two years. Probably no man in the trade paper field has such an extensive acquaintance among displaymen and merchants, and he holds the respect and confidence of all with whom he has had dealings. His presence has been conspicuous at all the conventions of the I. A. D. M., every annual meeting serving as a reunion.

Mr. Reed is now comfortably situated at his home in Tulsa, Oklahoma. We wish for him a speedy recovery and a long and happy life. This also is the sincere wish of his hosts of friends in all parts of America.

* *

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1917 have been made as follows:

Walter E. Zemitzsch, St. Louis, Mo.
J. W. Turley, Hartford, Conn.
J. H. Addison, San Francisco.
Jack Cameron, Des Moines, Ia.
J. Harold Chadwick, Johnstown, Pa.
Al Hagen, St. Louis, Mo.
Bert A. Smyser, Tacoma, Washington
R. L. Paxton, Fort Worth, Texas
F. P. Lavin, Oskaloosa, Iowa
Karl H. Hofman, St. Louis, Mo.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

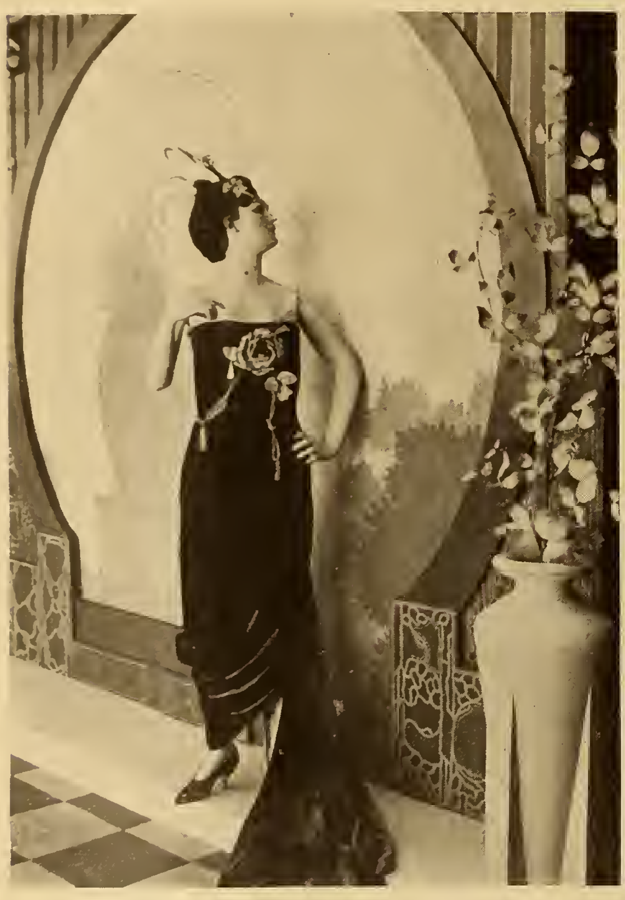
The Value of High-Class Dressing

—Article 10—

By

T. Guy Duey

AUTUMN FASHIONS have flourished with a goodly variety of vivid hues, which are much desired and which lend a charming atmosphere of harmonious warm colorings such as can only be emphasized at this season of the year. Colors are unrestricted and many are the beautiful shades now depicted in the autumn dresses.



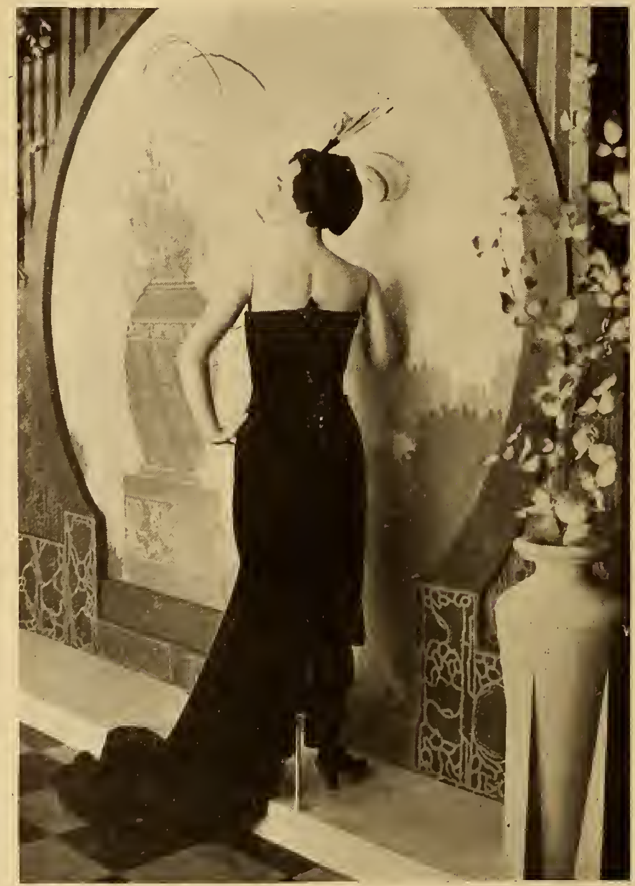
War colors are given much prominence and are in fact decidedly superior to those of other seasons and the combinations achieved have never been more interesting. Truly wonderful are the color schemes resulting from the pleasing new tones of blue, Venetian red, yellow, browns, violet, pink and gray, in such rich fabrics as velvets, chiffons and satins. However, the fast approaching party season promises some very gorgeous displays of dinner and party gowns and dancing frocks, of sumptuous metal brocades and laces in many striking hues of gold, green, blue, silver, steel, of which gold seems to stand out most prominently.

Dresses and coats stand supreme in the trend of Fashion, in preference to tailored suits. Such being the case, the season now in full sway offers the greatest of opportunities for every display man to emphasize his talents in the art of draping and to uphold and build up the dignity of the displays of these sumptuous fabrics, by producing well designed gowns of harmonious tints, combined with unusual simplicity.

Herein is shown two beautiful garments which clearly illustrate the distinctive lines and enhance the beauty and quality of the fabrics. Both front and back views are shown and by closely following the descriptions, any good display man should, with a little patience and "stick-to-it-ive-ness," be able to carry out either of these with very good results.

Gown No. 1 was made from a seven-yard piece of chiffon velvet in the new beet root shade.

By starting with one end of fabric, turn under a little of end and pin around form at bust, pin where two selvages lap in back, the length of goods dropping to floor in front. Next spread velvet on floor right side up, starting at right side of form and continuing around behind to left side. Now pick up

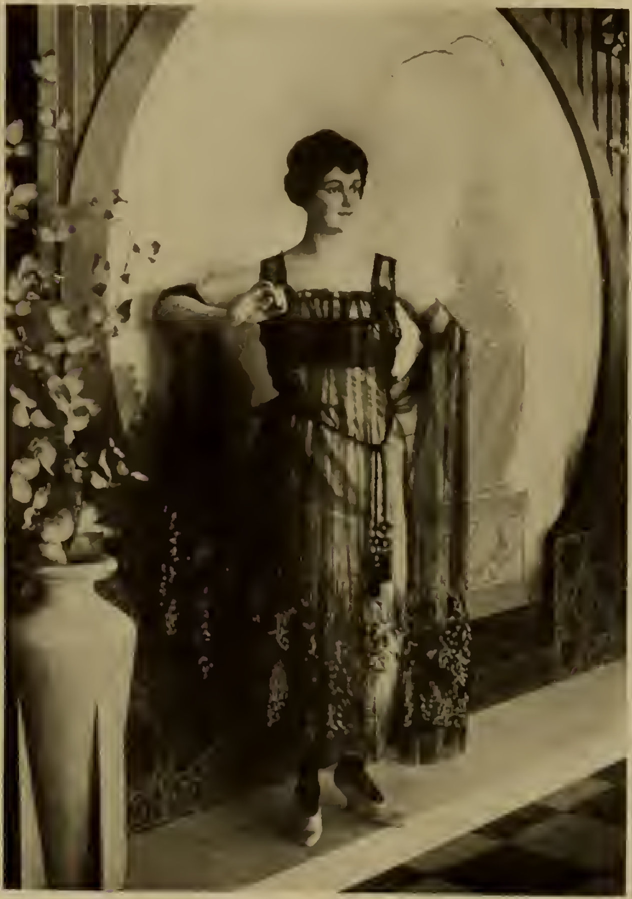


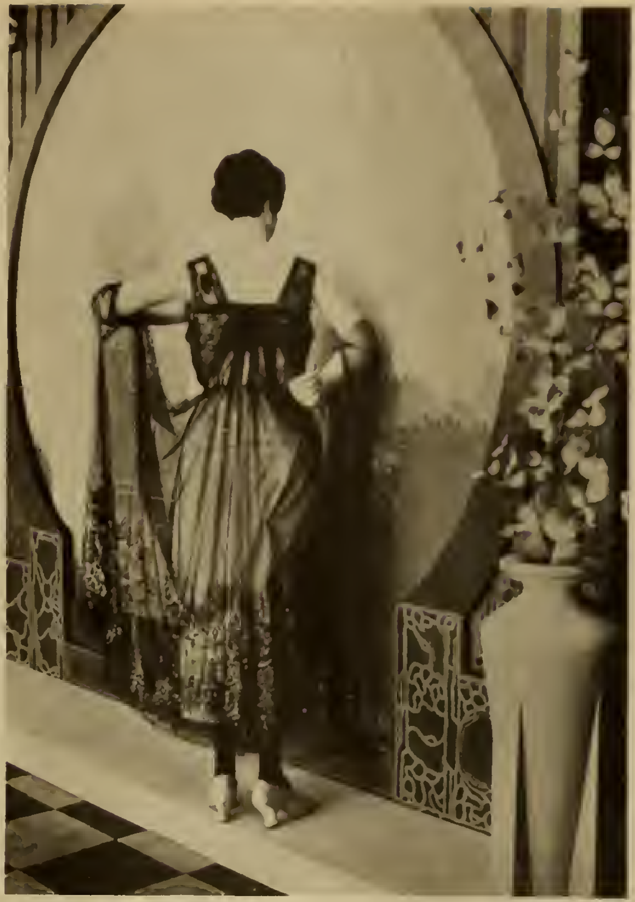
by inside selvage and drape up right side of skirt to within about four inches or five inches from floor, by pleating along selvage and pinning in center of back. (Pin No. 2.) Now the remainder of velvet sweeps over left side to the floor in front, forming a pointed train,. which is very much in vogue. A large jet ornament is placed at back, where the drape is caught up (Pin No. 3). The only remaining trimming is a gold metallic flower placed near center of bodice with metal cord in same hue suspending and one end being caught up gracefully over the right hip. Completed with five pins.

Illustration No. 2, which proved a very interesting garment, judging from the numerous throngs who crowded up close to admire it, was carried out in black over silver metal cloth.

The foundation metal cloth is simply wound around form, top selvage across bust, with width forming length of garment. Over this is shirred a four and one-half yard pattern black beaded net, commencing with center top edge at center of top in front. Shirr on at top by the aid of a piece of hat elastic, meeting at back, allowing about one and one-quarter yard at either end, which is pinned around each arm at elbow, forming a sort of wing effect when arms are posed.

A narrow jet band gives a finish to top of garment, while the lines of the figure are slightly brought out by the use of a round jet cord with tasseled ends, same being placed on loosely and fastened in front with single knot. A handsome jet beaded overbodice completed the garment. (This garment also required only five pins.)





Both garments, as well as their details, are plainly evident in the illustrations.

* *

COMMUNTY PLEDGE

THE COMMERCIAL prints a city building idea that might well be applied in many places. The idea is known as a "community pledge." It reads as follows:

"I hereby solemnly pledge myself to do my part in supporting (.........), her industries and enterprises.

"I pledge myself not to send away from (......) for anything that I can buy here (all things being equal). Furthermore, I will do all I can to persuade my friends, relatives and acquaintances to do likewise.

"I will co-operate with my fellow citizens in every move made for our common betterment. I will think and express only good thoughts about the city which is good enough for me to live in.

"I will talk prosperity and think prosperity about my city and its future.

"Signed....................."

The pledge embodies a spirit that makes cities grow and people more united and prosperous. The big, happy family idea is the best tonic ever prescribed for a city.

TWO KINDS OF ARTISTS

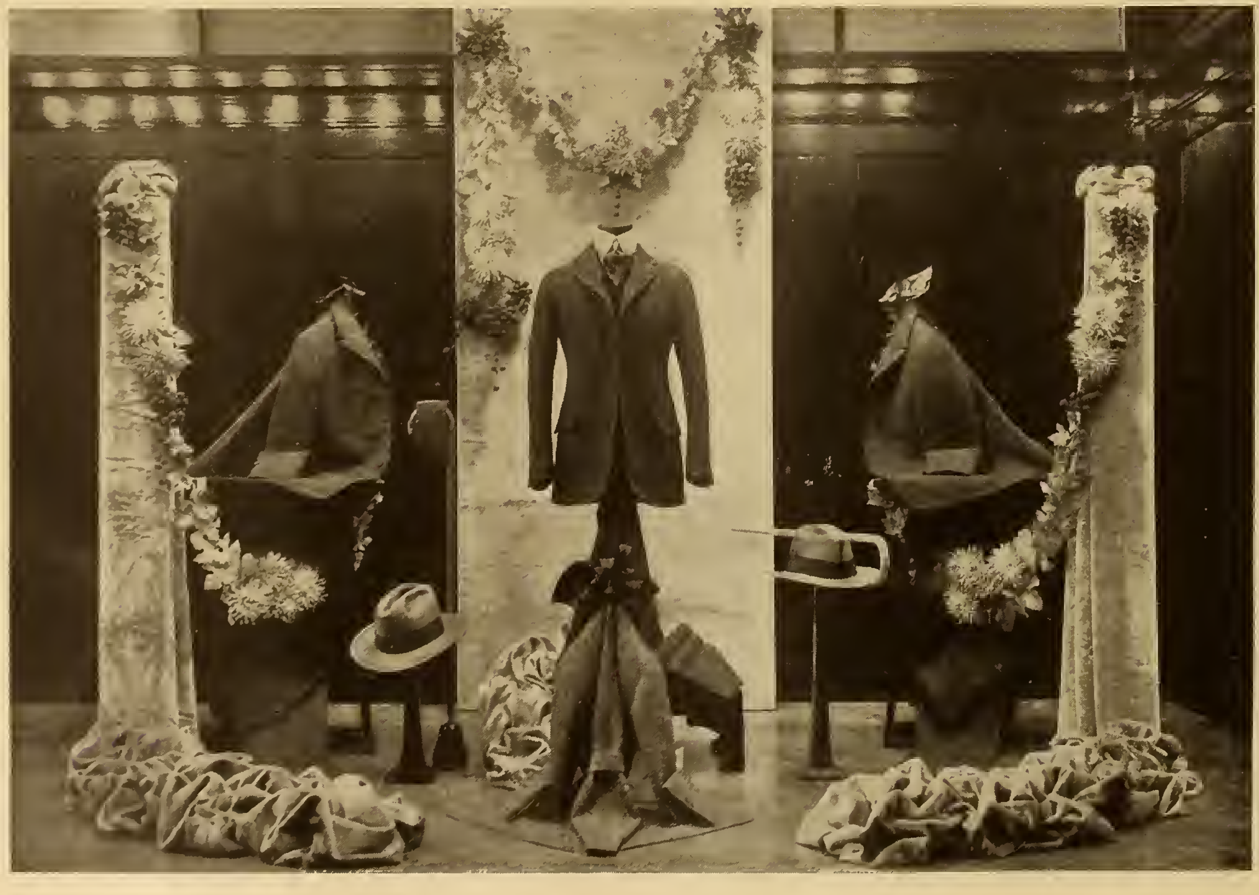
The Man With The Big Appropriation And The Man With The Natural Ability—Forget The Fellow With The Big Allowance If You Would Increase Your Earning Capacity

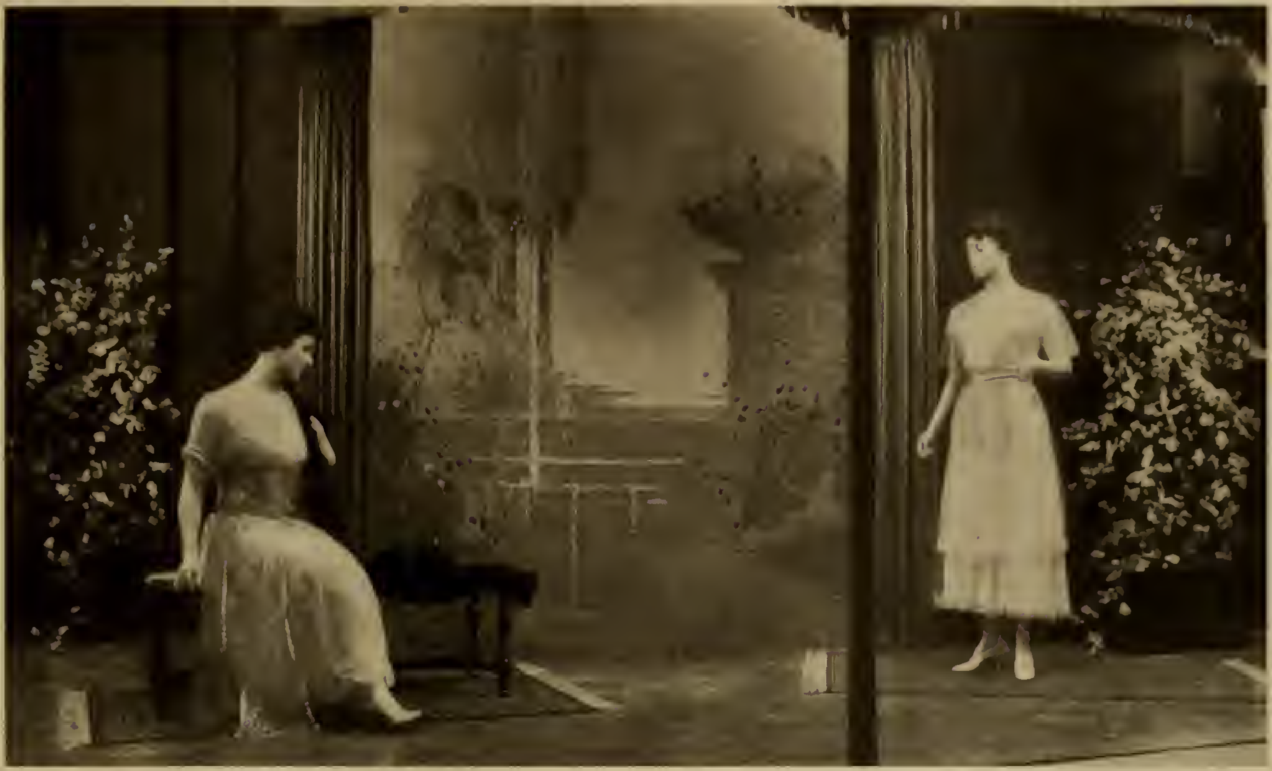
Carl W. Ahlroth

THE faculty of producing real artistic displays, original work of display men themselves, to stand on your own feet without depending on a large appropriation or the help of some background specialist, to design your windows yourself, is a wonderful natural ability to possess and many men who have this natural ability are the big prize winners of to-day. Any man with very little experience in display work can order beautiful backgrounds and place them in his windows and set in a couple of wax figures, but it is a different proposition when you have to build your own backgrounds without any appropriation. You might get the consent of the boss to spend $50, or a little more, for an opening display and with this amount he wants you to produce results. I know many men in these circumstances. What would some of the big fellows do that are used to spending real money? They could not produce unless they had been through the mill.

What I am trying to make plain to my readers is to show the vast differences in the profession, but still you will expect the man without any appropriation to even up with the elaborate backgrounds, although his merchandise handling is often superior to the style used by the big fellow that holds the big job and has the real money to spend. Therefore, in my experiences in the display profession I have discovered that a man who can buy beautiful backgrounds with the consent of his firm, although he is inferior in the art of displaying merchandise, this man is seemingly superior to a man working under the disadvantage of being unable to spend any money for background or fixtures and very little for flowers, even though he is a past master in displaying merchandise. This rule does not hold good in displaying men's clothing or haberdashery, as these lines of merchandise must have an experienced artist to bring them out themselves without the aid of decoratives, although flowers and velours add greatly to their appearance if properly used.

Note the two displays reproduced in this article; they are intended to show you what can be done without any great expense. Many of my fellow workers that are working under the disadvantage of forced ability, or, in other words, to produce without any resources to draw from, will appreciate this article, but the other fellow can't imagine how you produce without an appropriation. That's what the real artist, the





natural born display man, the fighter that never gives up can do. You wonder how he can produce without any resources. Convert your past work into something different. What I mean by this is to apply materials that you have used heretofore. Use your brain, not the dollar; that's all I can tell you, because there is no other answer that I know of.

Every artist has a subconscious faculty that he does not know himself until he is forced to do something; then he goes ahead and produces something that he himself cannot explain.

Referring to displays used in connection with this article, will explain how they are executed. Note the original artistic effect produced with velour and a few fruit sprays in the men's clothing display. Nothing expensive used, only a little head work and the elimination of the mixed gingerbread effect. This display shows every garment to advantage; they stare you in the face. Could anything sell more quickly than this fact? You see the garments displayed on form showing the coat as it would look if worn by yourself. The two reverse drapes on table show right and left coat drape. The full back drape on floor gives you another view of the coat. Everything displayed shows distinctly; every garment padded without a wrinkle. A few accessories, such as hats, canes, gloves and ties, are used to finish the display. Ivory velour with brown suits,—a beautiful contrast; lavender and purple foliage and fruit,—another beautiful contrast against the ivory velour. This setting is different, showing how you can trim a window without any expense, and getting a more artistic and a better selling window than using a lot of expensive decorative treatment. You all have velour; use it to advantage; try something different. Don't always worry because you have no money to buy new fixtures or velour with every time you put in a new display.

The Women's Ready-to-Wear Display: This needs no explanation. No additional expense except center scenic panel. All other decoratives were reconstructed to build this window. You see here a perfect modern display, clean and pleasing to the eye, figures well posed and a very artistic background, simple to construct. The ends were made of window board covered with black felt. The fruit pieces at each end were highly colored and were brought out by a spot light, the result being that the rich Autumn colors against the black background made a very striking effect. The center consisted of an imitation tapestry painting finished in rich peacock blue shade touches with lavender, purple and black. Between ends and scene there was a drape of blue plush with a black stripe which set the whole display off to advantage. Oriental rugs with colors to match painting were used.

I would be ashamed to tell you what this beautiful display actually cost me in new materials,—it was so little. Could you get a better effect at any price? Therefore, fellow display men, you that want to increase your earning capacity, forget the fellow who has an allowance,—the big man, as you call him, and use your head to originate something new without any or but little expense that the other fellow cannot do, because you will only dream of such positions where you can buy everything that you want to satisfy your artistic imagination in dreaming of what beautiful displays you might produce.

DISPLAYING MEN'S WEAR

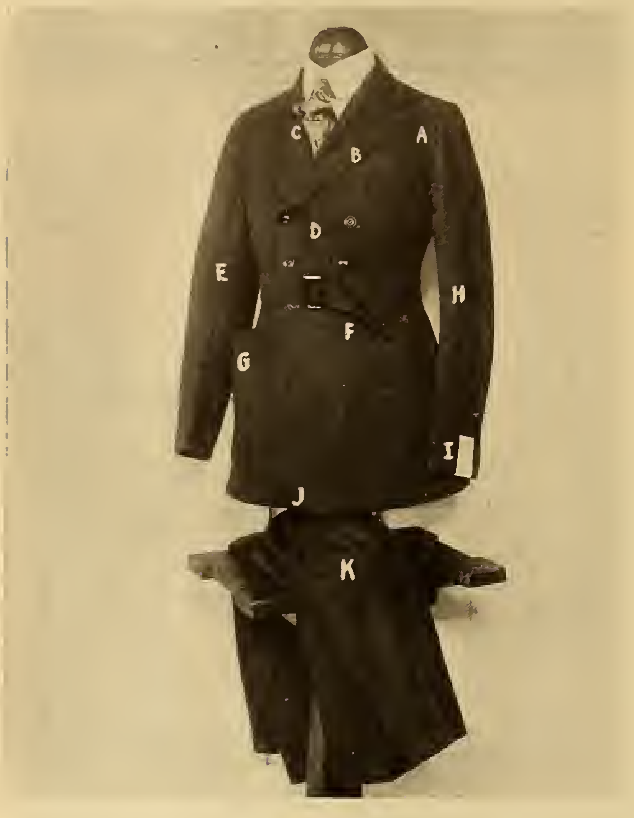
The Right And Wrong Handling Of Men's Wear—Applying The Old Saying ' Right Is Might" To The Show Window—Correct Dressing Of Men's Clothing Forms

Samuel Friedman

THERE is an old saying which runs thus, "Right is might," and you who read this may wonder how this old adage can be applied to window display. Here's the explanation:

The mightiest men in our profession are those men who have learned to do their work right. Common sense judgment and a keen sense of observation has been the teacher, and should be your instructor also.

Judgment should be used when displays are planned so as to be able to install an artistic display when an artistic display is necessary, and a merchandising display if the goods to be displayed lends itself to that class of layout.



A—Creases on shoulder (not padded enough). B—Lapel has crease running through it (not rolled correctly). C—Scarf protrudes too far. D—Buttons run down hill, and top button should not be closed. E—Sleeve is padded too much; looks too bulky. F—Belt should be gathered up in back of coat so as not to be so long. G—Pockets should not protrude. H—Sleeve not padded enough; is too flat. I—All tickets should be removed from the garment before being displayed. J—One side of coat is longer than the other. K—Trousers are arranged very carelessly.

Handling the different articles so that they loom up as good values for the price asked is one of the essentials necessary to doing your work right, and to place them in such a position that the different lines and the different touches show their stylishness. To drape and set the merchandise so it looks just as near to how it is worn is another point that is well worth considering.

I will endeavor to illustrate both by written word and photograph, taking a different part of a man's apparel each issue of this paper, and show you how to handle these different lines correctly for window display, and at the same time I will try and show the little mistakes made by some displaymen in displaying these very lines.

Again I want to emphasize the fact, before we take up the first subject, "How to Correctly Dress Men's Clothing Forms," that it is just as easy to do a thing right as it is to do it wrong, and, there cannot be a comeback if the work is done correctly.

The dressing of a dummy is a very essential link in the chain of successful window display, and I think that it is here where many a display man finds himself stranded, and where most displaymen think they know all there is worth while knowing, and in fact know mighty little.

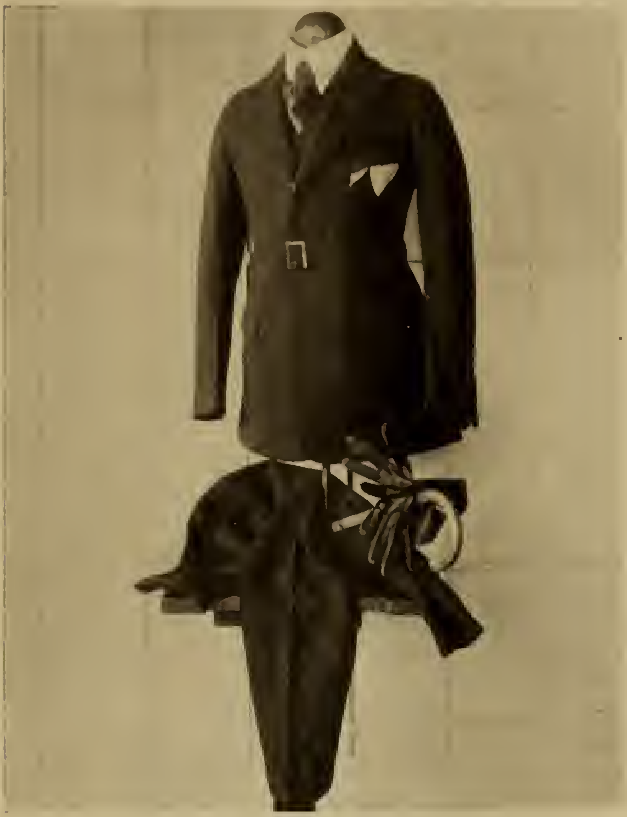
The first step in dressing a form is to take the garment and study same, that is, not spend an hour to find its most important style features, but just glance over same and observe what part of the garment has the most important and attractive feature. If same has a belt all the way round and the back of coat is in a box pleat effect, the form should be dressed so as to show the back view of the garment and vice versa.

Now put a shirt, collar and tie on the form to be dressed and be sure that the tie is a proper contrast in color to the garment going on the form. Slip coat onto the form, after you have placed the vest upon same, and button both the vest and coat. Now pull gently at the bottom of the coat, both in front and back until the coat fits the form snugly, taking care that the vest and coat are centered on the form. You are now ready for the padding process. Some displaymen use tissue paper for padding and others have regular paper forms that fit into the sleeves, while others roll wrapping paper into a tube and insert same into the sleeves.

In my opinion these methods are wrong and base my opinion on past experience, having used these different methods and finding them unsatisfactory; tissue paper is too stiff and does not leave a perfectly smooth sleeve; the paper forms are all of one model and all sleeves are not the same style, and wrapping paper tubes are too stiff and do not support the sleeve correctly.

The best padding material for the displayman is the "sheet padding" used by tailors for the same purpose that the displayman wants it for. Its favorable points are, it is inexpensive, it is soft and light, and can be used over and over again. This padding comes in a double sheet measuring about 30x36 inches when unfolded. A sheet and a half is all that is needed for one form.

Take a quarter sheet and roll it into a loose tube shape and insert it into the sleeve, running your hand into the sleeve and spreading the fingers so as to catch the roll of padding on the tips of same. Keeping the hand parallel with side of form, gently push the padding to the shoulder of the coat which, on reaching the shoulder, should be gently pressed into position until the sleeve hangs perfectly without creases. Put your disengaged hand on the shoulder and lightly press upon same to keep the padding from slipping out again when the hand is withdrawn from the sleeve.



Note how well this form looks and how the different curves and lines stand out. A scarf pin in the tie, a silk handkerchief in the top pocket, a cane and pair of gloves to add to the attractiveness of the whole unit; note the carefulness resorted to in order to drape the trousers in an attractive manner, showing that they are an important part of the unit and not an unnecessary adjunct to a man's outfit.

Now take a half sheet of padding, fold same into a square, about 15 x 18 inches, then roll it into a very loose tube about eighteen inches long and insert this into the sleeve, also, pushing it up with your hand until it touches the shoulder padding, keeping it nice and smooth, then hold same in place with disengaged hand until the hand in sleeve is withdrawn.

The next move is to spread the padding from the outside of sleeve until it (the sleeve) has the proper shape and thickness. Repeat this process on the other sleeve and your form is ready for display.

It is wrong to pad the shoulders too high, or to make them look too big and athletic. It is wrong to have the sleeves of a form look round and bulky. It is wrong for the vest to be one-sided and not centered with the coat. Watch the flaps on pockets; don't have one inside the pocket and the other outside, one buttoned and another unbuttoned, if there are buttons on pockets. Don't let tickets and white threads show on any garment when displayed in windows, and never face a form straight to the window glass; always slant same a little to the right or left.

Be sure the base of your form is clean and, while it is not incorrect to puff velour or cloth in the neck of a form, a shirt, collar and tie adds to the appearance of a suit, and many a scarf has been selected and sold from a form in a window display that would never have been sold otherwise.

Illustration No. 1 shows a form incorrectly dressed, and the bad features mentioned in this article were put there on purpose, so as to be easily seen. Illustration No. 2 shows a form correctly dressed, and the difference can be easily noticed. Note where the price ticket is placed on both forms and the height the forms are raised from the floor. It is best to use size 36 forms from the point of view that it does not look bulky.

The next installment of this series will cover the displaying of Men's Shirts and Neckwear.

Plate No. 4395. Display Placed in the Windows of the Various Branches of the B. F. Goodrich Rubber Company.

Singularly attractive was the window display recently installed by the display advertising division of the B. F. Goodrich Rubber Company in its New York, Boston and Philadelphia branches. Textan fibre soles were the product being advertised. The silvery white columns, the climbing vines, the play of light and shadow enhanced the picture and it required no mental effort to associate the scene with one of those so often seen in delightful Georgian retreats. The old colonial style was followed scrupulously both in color and material. The figures were life-sized photographic cut-outs—hand colored and in oil—and lent much strength to the picture. Artificial grass and rag rugs were used on floor.

MEN'S CLOTHING WINDOWS

Up-To-Date Handling Of Men's Wear Has Problems—Inject Color Into Window—Make Your Objects Of Exhibit Stand Out In Strong Silhouette

J. C. Bodine

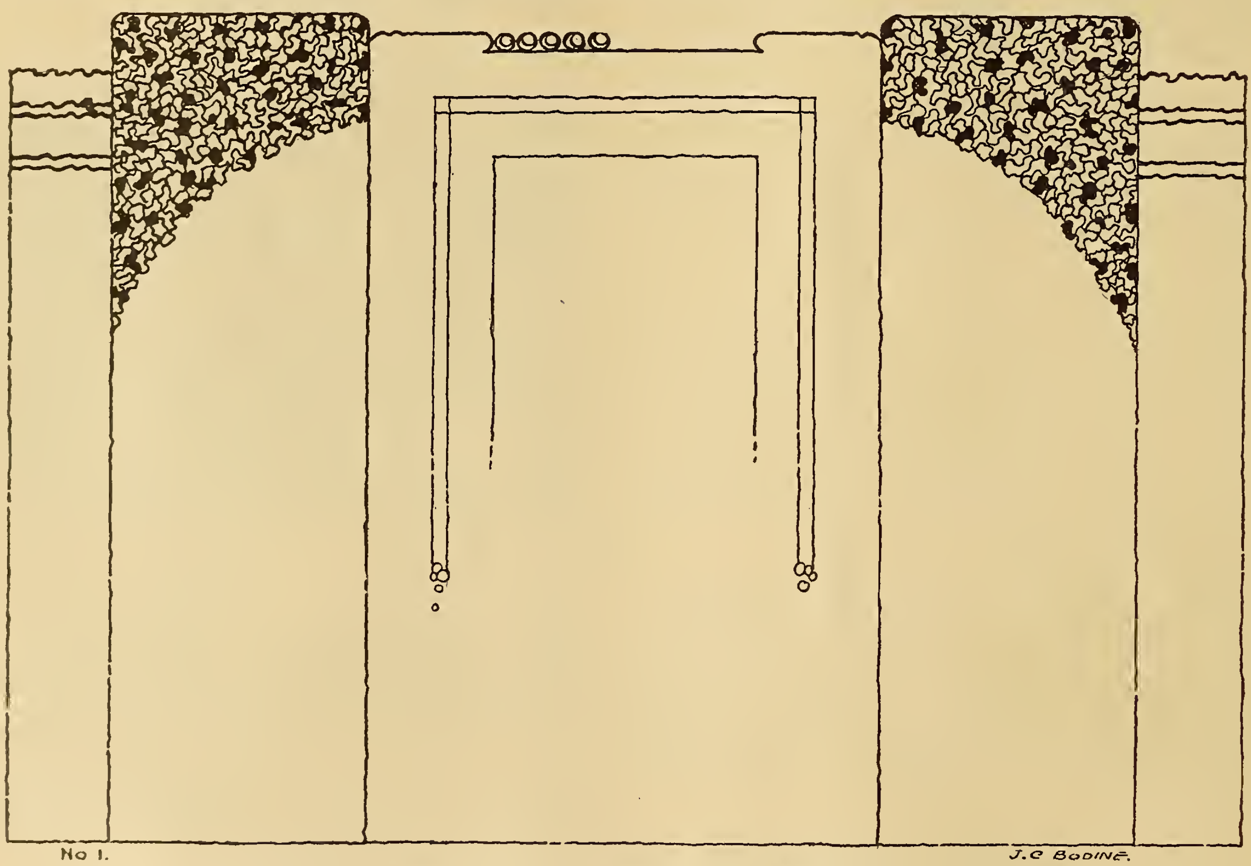
THE modern or up-to-date clothing window is a big problem at the present moment, and there are many reasons why the problem is a man sized proposition. To begin with, clothing, gloves, et cetera, are rather difficult to handle in a manner that will really make an interesting exhibit. Ladies' wearing apparel on the other hand offers a greater scope to the display man, and his range of decorative line and color is practically unlimited.

The clothing window must be neat, clean cut and attractive, without any feeling of fussiness. The clothing merchant has been misled greatly in past years as to what really should be used in way of color and architecture that forms the background for his display. Usually, just a panel background of wood of some sort, oak or mahogany in most instances, sometimes gum wood or walnut has been used. As far as the general good or real value of these wood backgrounds lend to the merchandise there is not much choice. They are all bad from several angles or points of view. First of all the main objection is that the deep key of color of the wood is too near the weight of color of fabrics shown. You would not place a black background to exhibit black merchandise, nor would you use white as a backing for a white goods exhibit. The right way is to adopt a color that will let your objects of exhibit stand out in strong silhouette. A light tone of background will increase the lighting and brilliancy of your show window.

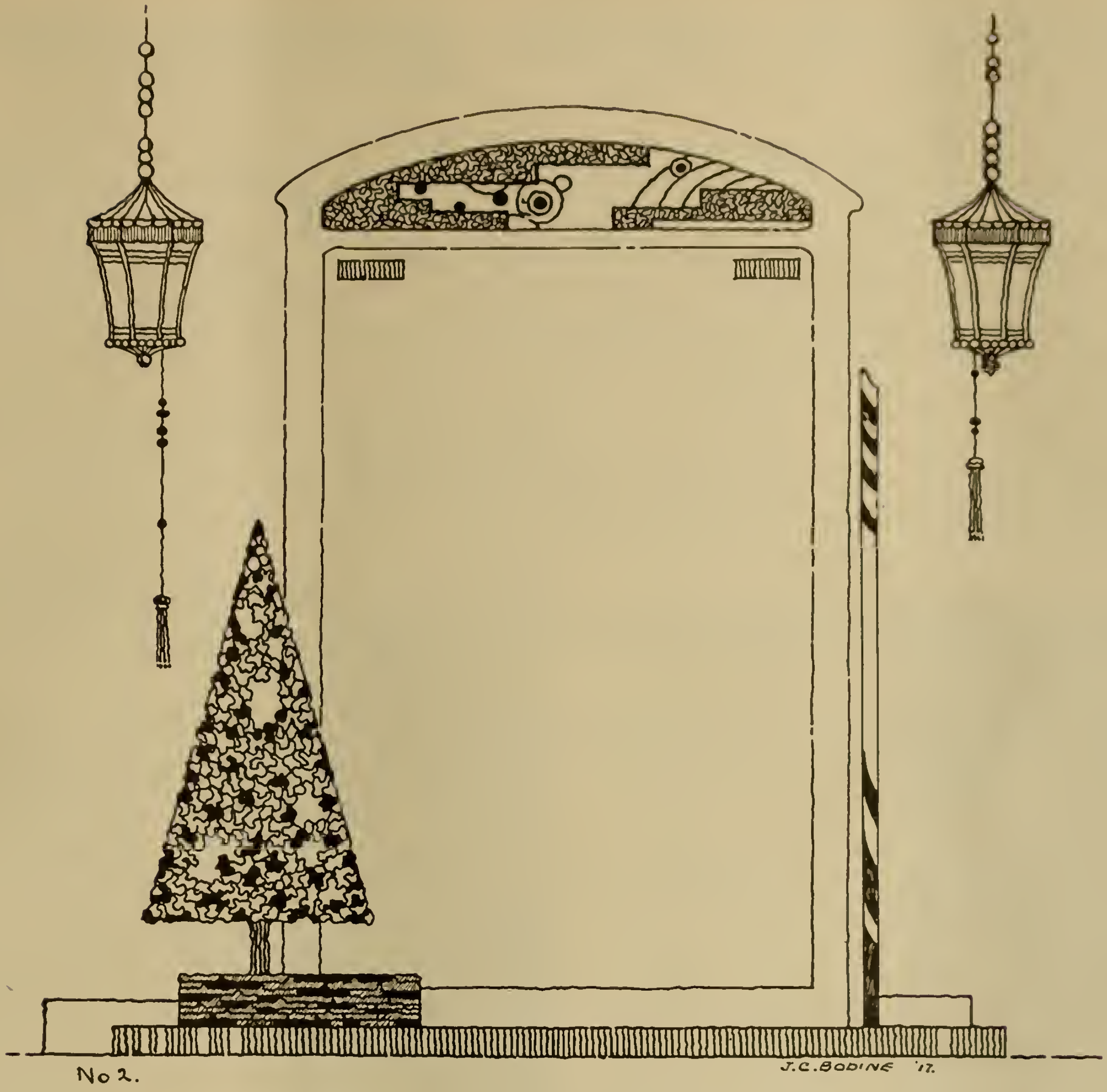
Clothing and dark fabrics always absorb light more or less, and to work against this we must do something to offset. Bold all-over texture effects are also conflicting, as you have various amounts of pattern in the clothing.

The section of backing directly back of the merchandise should be very restrained, keeping what decorative portion there is at the top part of the window. The general architectural lines of the window setting should be neat, reserved and in good balance. The best color for all purposes should run in soft ivory, tans, and warm gray tones, with perhaps a spot of stronger color well placed to break the monotony of the arrangement.

The above suggestions carried out will make a bright interesting spot where before was perhaps a dark, dreary, uninteresting display.



BACKGROUND SUGGESTION BY J. CLARENCE BODINE, CHICAGO, ILLINOIS.



No 2.
J. C. BODINE '17.

BACKGROUND SUGGESTION BY J. CLARENCE BODINE, CHICAGO, ILLINOIS.

Rich, deep toned wood of various sorts may have a place in interior of clubs, palace cars, etc., but the show window must not be so severe in its dignity that it will look like an undertaking establishment. Keep away from the cheerless, cold effects;—you can do this and nicely without running to the extreme, loud, meaningless design.

Sketch No. 1 is an arrangement of panels well adapted to the clothing window background. Colors in soft cream, tan, and gray. Design at top in dull blue, soft yellow and small outline of gold. This setting shows a large amount of plain space, and any object placed in front of this space will stand out clearly and will be easy to look at.

Sketch No. 2 is a small panel setting that as a unit would be very good looking. We have with the lamps and small trees given this more of a holiday feeling. A number of units of this sort will brighten up any clothing window.

PRIZES FOR FRUIT DISPLAYS

AN interesting announcement in the premium list for the combined fruit exhibition of the Horticultural Society, New England Fruit Show and American Pomological Society, comes under the head of special prizes. Gold, silver and bronze medals are offered for the three best decorative displays of New England or foreign-grown fruits in Boston store windows. The Horticultural Society makes this announcement. Entries must be made at least three days prior to the opening of the exhibition, on Oct. 31. It will continue through Nov. 4.

From the John S. Farlow Newton Horticultural Society fund there are special prizes for foreign grapes. The New England Fruit Show committee offers premiums for apples packed for market, for individual exhibits, most tastefully arranged hamper or basket, best advertising displays and best exhibits of home-made apple products. There are prizes for Maine exhibitors only, open to all growers.

MOVEMENTS OF DISPLAY MEN

JOHN T. MACKEY may now be reached at Clarksville, Mo., R. F. D. No. 2. He was formerly display manager for Kespohl & Mohenstecher, Quincy, Illinois.

* *

R. C. HENSEY, formerly display manager for J. S. Penney Co., Bakersfield, Cal., has resigned that position to accept a similar one with the Brownstein-Louis Company, Los Angeles, Cal.

* *

R. H. GOLDSMITH has accepted a position as display manager for the Ashton Dry Goods Co., Rockford, Ill. He was formerly with Wolf-Pollock, Fort Smith, Arkansas.

* *

WILL H. MELET, formerly of Canonsburg, Pa., has accepted a display manager's position with L. Goldstein's Sons, Brownsville, Pa.

* *

ARTHUR H. CORDES has resigned his position at Stockton, California, and is now employed in the profession at San Francisco.

* *

HARRY Kroskin is now display manager for the Snyder & Berman Store, Lynchburg, Va. He was recently employed in Norfolk, Va.

* *

SAM KAPELOV has resigned his position as display manager for the Boston Store, Marion, Ohio, and has accepted a position in Lima, O.

* *

HARLOW C. STAHL, for some time employed in the profession at Meadville, Pa., is now located at Youngstown, Ohio.

* *

JEAN McKEEHAN is now display manager for the Model Clothing Company, Tulsa, Okla. He was formerly employed in a similar position with the Renberg Clothing Co., Tulsa.

* *

H. H. RIEGEL is now with the Wolff & Marx Company, San Antonio. He was formerly display manager for Hurst Bros., Dallas, Texas.

* *

J. A. MOORE has resigned his position as display manager for McDaniel-Moore Company, Muskogee, Oklahoma, to accept a similar position with Graham Sykes Co., same city. He will have charge of the windows, card writing and newspaper copy.

* *

W. L. WINNING is now connected with the advertising department of The House of Crane, Indianapolis, Indiana.

ELLIS P. LAVIN, formerly with Wilson Dry Goods Company, Jacksonville, Fla., is now display manager for Yowell Ducksworth Co., Orlando, Florida.

* *

E. REARDON has resigned as display manager for Perkins Field Co., Okmulgee, Okla., to accept a similar position with the Hunt Murray Company, Tulsa, Okla.

* *

GEORGE E. RAPP is now connected with the Tru-Blu Biscuit Company, Spokane, Wash. He was formerly with the Liberty Sign Shop, Spokane.

* *

RALPH E. MURPHEY, formerly display manager for the A. S. Lowell Company, Worcester, Massachusetts, has been made superintendent of the same concern. Congratulations!

* *

E. J. BERG, display manager for Burgess-Nash Company, Omaha, Nebraska, and ex-president of the I. A. D. M., was a recent visitor in Chicago. Mr. Berg is in great demand as a speaker before local clubs affiliated with the I. A. D. M. and has done much organization work during the past year.

* *

C. J. NOWAK gave a very interesting and instructive talk on "Color Values" before the students of the Koester School, Chicago, October 4th.

* *

WM. H. KINDERMAN, who, for the past year, has been advertising and display manager for the J. F. Stampfer Company, Dubuque, Iowa, has resigned to return to his old position with the Everett Department Store, Everett, Washington.

* *

H. B. MINNICK has resigned as display manager for Levy Bros. Store, Detroit, and is spending a fortnight's vacation in Chicago before assuming a new position.

* *

JEROME S. WENSOLE, display manager for the Plymouth Clothing House, Minneapolis, was a recent visitor in Chicago. Mr. Wensole is now manager of the store arrangement in addition to his duties as display manager.

* *

GEORGE F. STEINBERG, well-known artist, and instructor in the art department of Lane Technical high school, Chicago, has joined the art force of Bodine-Spanjer Company.

Prepare for 1918

Now is the time to study Window Display, Advertising and Card Writing so that you can accept a good paying position at the beginning of the New Year. Even now it is impossible for us to supply the demand for expert Display Men. No merchant can afford in this day of highly specialized business to allow his window work to be handled by an inexperienced man. This means that they all want experts—men trained in the Koester methods.

After you complete your studies under the large faculty of the Koester School you will have so rounded out your knowledge that you can qualify for practically any position.

Write for our catalogue showing the work of hundreds of Koester men who have made good. This book has letters of recommendation from young men from all parts of the world and shows the pictures of over 1000 of our over 9000 graduates.

Prepare Now for 1918

Don't delay another day—decide now to get your share of the increased wages being paid display men. The only way to get it is to be an expert in your work.

Write for Dates of Classes

THE KOESTER SCHOOL

With which is consolidated the Economist Training School of New York

215 South Market Street
Chicago

The Instruction Department of the

Dry Goods Reporter.........Chicago
Dry Goods Economist.....New York
The Drygoodsman..........St. Louis
The Pacific Coast Merchant ....San Francisco

A Koester School Booster

Mr. Walter G. Kurth, of Colorado Springs, Cal., has made good and sends two other boys from his home town to the school and reports that they too are making good.

The KOESTER SCHOOL *Makes Good*

because it graduates men that

MAKE GOOD

Read Mr. Kurth's Letter:—

The Koester School, Chicago.

This is to let all display men who are interested in improving their work know that the Koester School Course of Instruction in Window Display and Card Writing proved of great value to me, and I shall always be an ardent "Koester Booster."

Two young men—Mr. Shippee and Mr. Thomas—both with very little experience, left this store and took a course in the Koester School. Needless to say, both are making good in a very substantial way.

I hope this letter will help any "doubting Thomas" to decide to take up your very valuable course.

Yours truly.
WALTER E. KURTH.

We show here two examples of the kind of draping Mr. Kurth did soon after leaving the school. The illustration at the bottom of the page shows one-half of the model store front that Mr. Kurth trims with so much credit to himself and profit to the store.

Let The Koester School Help YOU Make Good

Mr. Kurth Trims This Store Front of C. A. Hibbard & Co., Colorado Springs, Col.

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS —WITH A FEW CHANCES THEY MAY BE MADE TO APPLY TO ANY BUSINETS—WORK THEM OVER TO SUIT YOURSELF

Furs—Wolf Sets, Soft Finished, extra at $45—Their deep pile, the new soft finish, and the depth of the color, taupe or black, in which they are dyed, makes them particularly lovely. Indeed, at $45, they are probably the best value in moderately priced Fur Sets obtainable. The illustration shows the grace of the style in which they are made up. Large animal Scarf, shoulder fashion; large Muff, trimmed with head, tail and paws. We have not found their duplicates at anything like the low price. For Scarfs, $25 to $55, in all the newest colorings, including taupe, Kamtchatka, gray and red. Smart animal shapings. Perfectly Matched Fox Sets, $65, $75 to $195. Taupe, Kamtchatka, black and cross fox; various new shapings. First quality skins, admirably worked.

A Shoe Special, $4.95—Broken lines of sizes in all black kid boots. Button style, turned soles, curved heels. Patent vamp button boots, turned soles, Cuban heels. An all-black calf button boot, welt soles, Cuban heels. A high class hand turned boot, broad toes, French heels, plated. White buck lace boots, low heels, welt soles.

There Are Lots of Good Shoes for Women at Low Prices in the Special Sale of Shoes—For instance, there are evening slippers of several kinds at prices only a fourth to a third of original figures. And thousands of pairs of shoes at reductions of at least a third. Among them are button and lace street shoes of all sorts in the most fashionable leathers, with a great assortment of fancy-topped footwear, including some especially good buckskin-topped shoes which would be hard to duplicate now even at high prices. Sale prices are $2.75, $3.75, $4.75, $5.75 and $6.75.

The Annual Glove Sale Is to Last Three Days—Fall and Winter gloves. Three days of special selling. Seasonable gloves for women and children—today, Friday and Saturday. 600 pairs of two and three clasp lambskin gloves; overseam style; with Paris point or of heavy stitched back; some in contrast; black, tan, gray, navy and white; very special at $1.48.

Becoming Little Hats—Of soft velours, clipped beavers and plushes made in tailored styles for school wear, or hats for better wear of corduroy or velvet, are gay with trimmings of ribbon, fur or flowers. Some of the hats are of velvet and ribbon combined. Prices go from $1.85 to $8.

Untrimmed Millinery is particularly interesting this year. Some of the hats are so much draped they need scarcely any trimming. These are of velvet chiefly in black and colors, $2.50 to $9.

Babies' Apparel—Corduroy Coats, in dark blue and brown; simply tailored or in looser effects. Prices, $5.00 to $7.50. Hats to match, $1.50 to $7.50. Saxony Leggins, in Copenhagen blue, tan, rose and Oxford gray; sizes 2 to 6 years, prices $2.00 to $2.25. Combination Sets, consisting of knitted Sweater, pull-down Cap, Leggings and long-wrist Mittens. For babies and little tots up to 6 years. Prices, $5.00 to $8.50.

The Right Corset is the foundation of a well fitted frock or suit. A good model most suitable for the stout figure is so constructed as to give a long slender line. Of white coutil, it is heavily boned; for the tall figure there is elastic at the bottom in front, for the woman not so tall there is elastic below the hips at each side. In sizes 27 to 42 at $6.50.

Knit Underwear Preparedness—Prepare for the cold weather. We are showing a good line of Merino Union Suits at a very small advance over last year's prices. Owing to the fact these garments were purchased many months ago, enables us to sell Merino Union Suits at $1.75, $2.00 and $2.50 each. Vests and Tights—Merino Swiss Ribbed Vests and Tights at last season's prices. Vests, $1.50; Tights, $1.75. Mercerized Silk Swiss Ribbed Vests and Tights in white or pink, at last season's prices. Vests, $1.50; Tights, $1.75.

The New Skirts Are Lovely—Whether you choose the smart tailored wool Bayadere cloths or the beautiful colored checks, plaids or stripes of woolen fabrics. And stripes are running around as much as up and down this year. Bordered effects are good and there are new radium stripes in the prettiest colors. Prices are $6.50 to $19.50. A glint of gold comes out in the newest silk skirts, and you will see it in the stripes of color that lighten up the darker toned silks. Almost every silk skirt is pleated, of course, and some have deep pointed yokes, $13.50 to $29.50.

Fifty Women's Skirts Special at $15—Skirts of this quality of prunella cloth would cost much more than $15 if it were not that they are made from short ends of materials. There are four styles—all box pleated, three with stripes running vertically and one with stripes running horizontally. Some of the stripes are Roman and some two toned, and nothing is smarter for country or sports wear. Price, $15.

A Little Sale of Interest to Young Women—New frocks, $15 and $16.50; new suits, $25. The dresses are of firm serge or lustrous satin—attractive new Autumn models in deep blue, dark green, brown or black. Several pleasing styles—new Russian models, some with long-pleated tunics, some with short-waisted effects, others in more tailored style, $15 and $16.50 each. The suits are of burella cloth or poplin—trim, fetching new suits in a simple, well-tailored style, daintily lined with peau de cygne. Dark blue, taupe, brown or black. Both suits and dresses are in 14 to 20-year sizes.

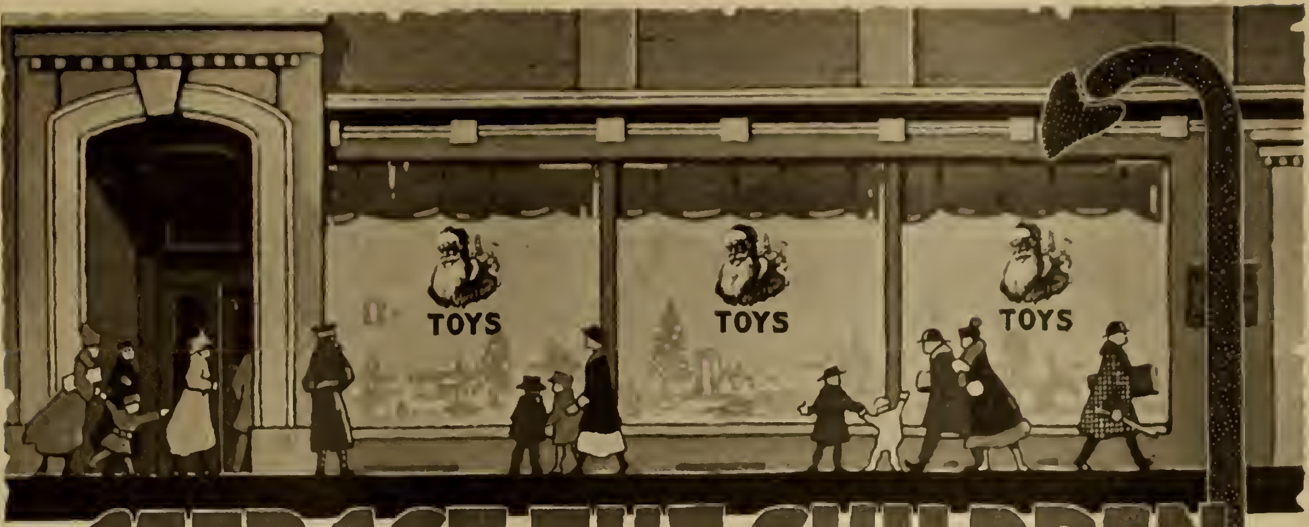
A Lovely Little Taffeta Frock which is sketched is to be had in dark blue embroidered about the waist and pockets in a lighter shade of blue—a touch that is also seen on the collar of white Georgette crepe. Sizes 10 to 16 years at $10.75. Other pretty dresses of velvet, satin and taffeta for junior girls and small women are marked up to $29.75. Practical serge frocks for girls of 8 to 14 years are $5.75, $8.75 and up to $12.75.

There Is a Variety of Materials in These New Skirts with extra waistband. For all practical purposes there are good wool poplins and serges in black and navy blue, and men's-wear suitings made into well-fitting skirts with plain lines over the hips. For the occasions when silk seems best, there is a pretty black taffeta skirt with a box pleat forming a panel down the front and back. Over the hips there is a fitted yoke and the girdle is broken and finished with buttons, $8.75. Prices on these skirts, measuring from 30 to 37 in the waistband, range from $5.75 to $10.75.

Women's Serge and Other Novelty Dresses, $39.50 *to* $150—Literally hundreds of them are here between these two prices, and scarcely two alike. A navy blue serge with strapped-up apron front over a charmeuse slip. Serges with all-over beading. A coat dress of beaver colored stockinet with champagne broadcloth vest. A serge with big, round motifs on the broad girdle, and a velvet scarf collar. Prices, $39.50 to $150. A serge with draped bodice and bell sleeves over undersleeves. A beaver colored tricot with embroidered band on neck and embroidered pockets. High military collars, button trimming and bustle effects are among the fashion features in the other styles.

Women's Suits—With character in every line of them—revealing an almost limitless selection of models tailored or semi-tailored as preferred, expertly cut on lines short-coated or long, straight silhouette or semi-fitted, fur fitted, braid trimmed or unadorned. Handsome Velvets, Silvertones, Bolivias, Duvetyns, Broadcloths—are among the splendid Suit models priced from $55 to $240. Excellent quality Oxford Velours, Men's-Wear Serge, Trico-Burellas, Wool Poplins—offer a suggestion of the comprehensive assortment of practical Suits priced from $25 to $50.

New Wool Dress Fabrics That Will Soon Be Dresses—Good-looking tailored frocks that women always feel well dressed in and that are so nice to wear under a coat. Or it may be the useful house frock for cold days. Never were there so many pretty all-wool materials to choose from! Serges are the most popular, of course, but women are also buying wool poplins and taffetas, crepes, crepe poplins, crepe jersey, granite cloths, cashmere, challis and checks and plaids. The general price range is $1 to $2.



ATTRACT THE CHILDREN

Set this jolly-looking old Santa Claus to work right now on every show window. Transfer him there in oil paint colors by the **Meyercord Decalcomania Transfer Process.** He will attract the attention of the children night and day, just like a real Santa Claus.

Let him be a magnet to draw the children to your store, and through the children the trade of the parents.

During the busy shopping weeks as thousands pass or enter the store this life-like Santa Claus will radiate the Christmas spirit. Use them on show-cases, too. The word "TOYS" can be left off if you like. Actual size 22x29 inches.

MEYERCORD
Decalcomania Transfer
SANTA CLAUS

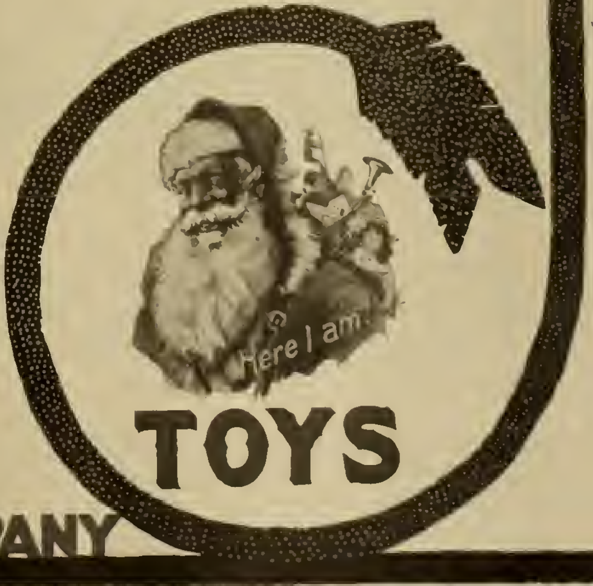
Just Like Hand-Work — Easily and Quickly Applied

Any clerk can apply them. Dip the **Decalcomania Transfer Santa Claus** in water. Smooth against the window pane and slide off the paper. The oil paint colors are left, and there is the Santa Claus in full color detail. Can be removed after the holidays with ammonia. Better and cheaper than any sign painter can paint it. The cost is very small—only a fraction of hand work.

Entirely New and Original

The originality of this **Meyercord Decalcomania Transfer Santa Claus** offers a particular opportunity to the progressive Window Dresser, Department Store Manager, or live retailer—alert to take advantage of new trade-pulling ideas. You can come out this Christmas with display windows which with this final appropriate Christmas touch will have decided "punch." It will be a complete innovation for the public as well as a surprise for your competitors.

Now's the time to get started. Be the first in your locality to adopt this clever idea. How many can you use—figuring on one for each window and door? Don't forget the show cases, too. **Write now for prices and more particulars.**



THE MEYERCORD COMPANY
CHICAGO

CATCH PHRASES

SNAPPY EXPRESSIONS FOR SHOW CARDS AND ADVERTISEMENT HEADINGS—SOME ARE ORIGINAL, SOME BORROWED—ALL ARE SHORT AND TO THE POINT AND BOUND TO ATTRACT ATTENTION

MANY POINTS OF EXTRA VALUE IN THESE SUITS.

* * *

USEFUL LENGTHS OF DRAPERY FABRICS AT REDUCED PRICES.

* * *

IF YOU ARE STILL MAKING UP YOUR MIND A THOUGHTFUL EXAMINATION OF THESE GOWNS WILL HELP TO CRYSTALIZE YOUR IDEAS.

* * *

"DEMOCRACY"—NEW COMPOSITE COLOR OF THE ALLIES SHOWN IN BLOUSES OF THE NEWEST FASHION.

* * *

WHAT YOU WILL LIKE SO MUCH IS THE DISTINCTIVE FEATURE OF EVERYTHING IN THIS STORE.

* * *

"WHERE DO WE GO FROM HERE?"—WHY, TO THE ——— SHOP OF COURSE!

* * *

ALL READY FOR JACK FROST—THE CHILDREN'S STORE—DO NOT FAIL TO VISIT EARLY.

* * *

HERE ARE NEW VEILS SO PRETTY THAT THEY ARE SURE TO BE NOTICED.

* * *

THE DAYLIGHT OF FACTS SHINES ALL OVER THIS BUSINESS STRUCTURE, WITHIN AND WITHOUT.

* * *

SHIRTS—MORE THAN UNDER ANY OTHER ROOF—AND EACH ONE THE FINEST QUALITY AT ITS PRICE.

* * *

THIS STORE STRIVES TO BE ON ITS BEST BEHAVIOR EVERY DAY AND YOU MAY HELP US, IF YOU WILL, TO CORRECT OUR FAULTS.

* * *

COMPLETE WINTER ARRAY—SCORES AND SCORES OF DRESSES FOR EVERY OCCASION, AND AT ALMOST ANY PRICE THAT WOMEN WISH TO PAY.

* * *

WE PUT ALL THE MORAL FORCES OF BRAINS, MONEY AND DIPLOMACY INTO THE STRUGGLE TO OBTAIN THE KIND AND QUANTITY OF MERCHANDISE WE NEED.

THIS STORE IS A TRIUMPH OF LABOR, AND ENERGY IS THE GREATEST KING ON LAND OR SEA.

* * *

OUR MILLINERY SHOP PRESENTS ONE HUNDRED ALLURING FASHIONS IN HATS FOR WINTER AT ALLURING PRICES.

* * *

SEASONS MAY COME AND SEASONS MAY GO—BUT THE POPULARITY OF THIS BLOUSE GOES ON FOREVER.

* * *

THE MAN WITHOUT A WALKING STICK—THE RIGHT ONE, LACKS AN IMPORTANT SOMETHING OF A WELL-GROOMED LOOK.

* * *

SUPER-MEN—THE KIND OF MEN WHO WANT ONLY THE FINEST OF CLOTHES—THOSE MEN WHO TRADE HERE.

* * *

PROVE UP ON YOUR CITIZENSHIP—SHOW YOU'RE A PATRIOT BY INVESTING YOUR MONEY AT 4 PER CENT IN LIBERTY BONDS.

* * *

BEGINNING TODAY—AN EXTRAORDINARY OFFERING OF WOMEN'S AND CHILDREN'S WINTER COATS AT ATTRACTIVE PRICES.

* * *

NEVER DID A FIVE-DOLLAR BILL COVER SO MUCH STYLE AND DISTINCTION IN WINTER MILLINERY AS IN THE SMART MODELS INCLUDED IN TOMORROW'S SALE.

* * *

WE ARE SHOWING MORE WINTER MERCHANDISE AND PRESENTING IT IN A MORE ATTRACTIVE MANNER THAN ANY OTHER STORE IN THE CITY.

* * *

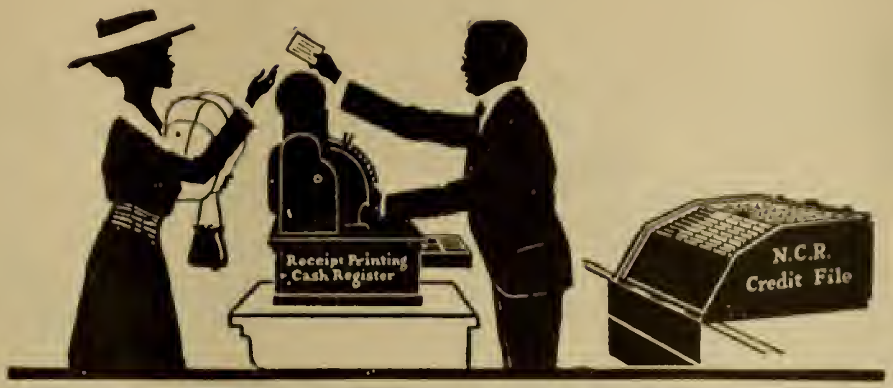
"COSTLY THY APPAREL AS THY PURSE CAN BUY"—YET IT NEED NOT NECESSARILY BE COSTLY—HERE ARE SPLENDID OPPORTUNITIES AT SPLENDID PRICES.

* * *

STOP!—LET US INFORM YOU THAT THE MOST IMPORTANT AND MOST ATTRACTIVE EXPOSITION OF NEW FASHIONS IN FABRICS IS NOW GOING ON—FIFTH FLOOR.

* * *

FINE AND FAITHFUL REPRODUCTIONS OF THE BEST HATS THAT PARIS HAS PRODUCED—EACH A DELIGHT TO BEHOLD AND A JOY TO WEAR.



Up-to-date System for Retail Stores

Electrically Operated National Cash Register

Great labor-saving machine for retail merchants.

It does 15 things in three seconds.

It does quickly what clerks can't do.

Tells which clerk sells the most goods.

Advertises your goods direct to your customers.

The New N. C. R. Credit File

Cuts out all bookkeeping of customers' accounts.

No customers' ledger, blotter or day-book.

Every customer's account balanced to the minute.

Complete record with one writing.

Saves time and work for clerks.

Customers like it; it saves their time.

Prosperity is increasing. Freight congestion is growing greater. Hence don't delay.
Order now and get the profits which our system will make for you.
It more than pays for itself out of the money it saves. Sold on small monthly payments.
Old cash registers repaired, bought, sold, rebuilt and taken in exchange for new registers.

GROCERY
DRUGS
HARDWARE
BANK
FURNITURE
CLOTHING
GROCERY

Adapted to retail stores of all kinds, from the smallest to the largest

To Dept. 174-A, National Cash Register Co., Dayton, Ohio

Please send me full particulars of your
latest model cash register and the new
N. C. R. credit file.

Name________________

Business________________

Address________________

Get the benefit of these prosperous times

Cut out this coupon and mail it today

PRESIDENT, HARRY W. HOILE,
Care Loveman, Joseph & Loeb,
Birmingham, Ala.

SECRETARY, FERRY W. HUNSICKER
123 Dwight Ave., Grand Rapids, Mich.

TREASURER, WILLIAM H. HINKS,
John W. Thomas & Co., Minneapolis, Minn.

An Organization for Business Education

INTERNATIONAL ASSOCIATION of DISPLAY MEN

PRESIDENT HOILE HONORED

ON the night of October 5th, the Birmingham, Alabama, Display Men's Club, a local branch of the I. A. D. M., tendered a farewell banquet to Harry W. Hoile, president of the International Association of Display Men. Mr. Hoile, who, for several years, has been display manager for Loveman, Joseph & Loeb, Birmingham, left the southern city, October 15th, to become display manager for the McCreery Company, Pittsburgh.

Mr. Hoile made a little farewell talk in which he expressed his regret at having to leave the local organization.

Following the banquet a reorganization of the local club was effected and new officers named. The officers elected follow: President, Eddie Bernard, of Saks'; vice-president, John Freeman, of Burger's; secretary, Otis Farrabee, of Rich's; treasurer, S. Stuart Riddle, of Drennen Company.

Charlie Miller, of The News, made a happy little talk, in which he felicitated Mr. Hoile upon his advancement in his profession and voiced the genuine regret of the club at his departure.

LOUISVILLE MEN ORGANIZE

A SCORE of the display men of Louisville assembled at a banquet, held at The Seelbach Hotel on the evening of October 17, and there organized a local association which they have named the Displiay Men's Club of Louisville. For the remainder of the year the organization will hold biweekly meetings to exchange ideas on phases of window decoration and to get acquainted. After the first of the year it is the purpose of the association to ask for a charter from the international organization. Just at the outset the Louisville men feel that they need to get acquainted and to get used to conducting an association before they affiliate with the I. A. D. M..

One of the startling things disclosed at the meeting held for the banquet and organization was that there were few of the men who knew each other. A typical instance of this kind was shown in the cases of George E. Cartwright, of the Herman Straus & Sons Co., and Edward F. Roehr, of J. Bacon & Sons. For years these two men have been decorating Fourth street show windows across the way from each other and had never met until they entered the banquet hall. Some of the men who took the lead in organization had met each other and had been discussing the desirability of getting together. A banquet was suggested. Some of the men arranged for it and others corraled all the display men they knew or could find. Presently the table was set and it and the room in one of the parlors of the hotel tastefully decorated.

It was a good dinner, well served. The boys did the thing right, with a piano and violin for the music. Favors in the form of carnation boutonnieres with the compliments of Jacob Schulz were at every place, with well lettered place cards. Autumn foliage, flowers and potted plants, compliments of C. B. Thompson & Co., other florists of the city, were used in the decorations. After photographs had been taken everybody fell to and until coffee and smokes were passed there was no general discussion.

Wiiliam M. Kreis, one of the ringleaders in the movement, acted as toastmaster, and began the addresses after the feed. He explained that he and others of the display men of the city had long felt it desirable to get together and that it had been arranged for assembling around a table for the initial heart-to-heart talk. He read a neat acrostic on the words "Display Men" and sat down amid cheers. Others present were called on for expressions of their views and action was fast for a time, until most of the men had talked themselves out. At length organization of a purely local club was decided on for the outset—let it develop into as elaborate an association as it would later on.

William C. Kreis was chosen president by acclamation; L. Oliver Olson was chosen secretary

Palmenberg

GREAT FUR SEASON EXPECTED

Get ready with proper fur-display equipment for window salesmanship.

No. 86P

STAND FOR LONG BROAD PIECES

Standard square tubing; handsome Colonial base to match. Adjustable semi-circular bracket, (see small cut). Sets off neck part. Adjustable extension side-arms support shoulder parts. Extension standard gives proper height for graceful hang.

In addition we offer several new stands for various styles. Muff stands, brackets, hangers, racks, etc. A great variety of novelties and staples.

CATALOGUES OF ALL DEPARTMENTS OF OUR BUSINESS SENT PROMPTLY UPON APPLICATION

J. R. PALMENBERG'S SONS
63-65 WEST 36th STREET, N. Y.

Boston: 30 Kingston St.
Baltimore: 10-12 Hopkins Pl.
Pittsburgh: 723 Liberty Ave.

They Fairly Sparkle
With Life and Snap!

Daily's bewitchingly pretty Christmas scenic panels, backgrounds and cards grip the attention of the passerby, bring him in and thus go as far as they possibly can in making the sale.

Harmonious effects — graceful trims — compelling arrangements of merchandise—all these are easy with the help our studios can render.

Complete information furnished in our Circular M-11. Write for it TODAY.

Bert L. Daily
Advertisers Building DAYTON, OHIO

"Perfect Stroke"

Brushes supply clearly defined strokes that cannot be attained with ordinary brushes. Our supplies include something for every need.

ONYX PAPER

A new, practical and ideal paper for original, effective and artistic window trimming

Plan now to use it for your

1917 Holiday Windows

¶ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

¶ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

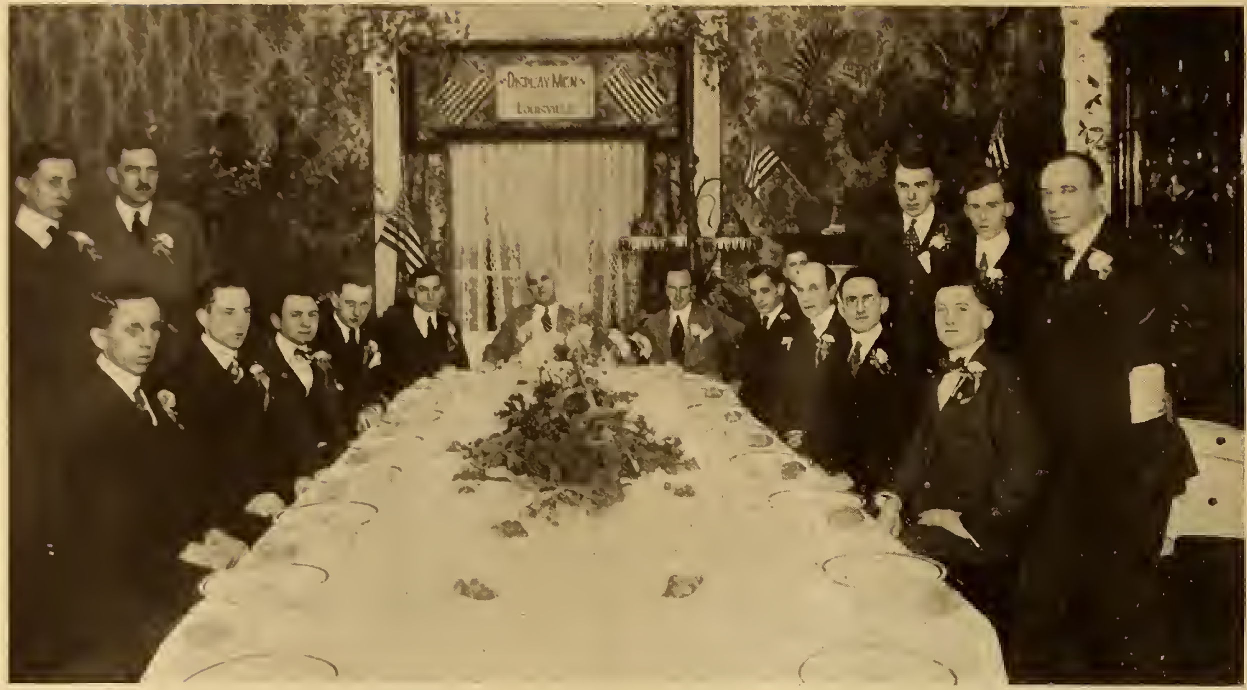
¶ Now being used with splendid results by leading display men throughout the country.

¶ In stock in convenient size in many different colors and patterns.

ILLUSTRATED BOOKLET

Contains new and original background ideas. Also complete line of samples of all the different patterns of Onyz Paper. Sent free of charge. Write for one today.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.



BANQUET OF THE NEWLY FORMED LOUISVILLE DISPLAY MEN'S CLUB.

and R. Leo Hawes treasurer. Louis J. Moseson, formerly a display man and now an employer, invited the men to meet at his store two weeks later, where he said he would have a display ready for inspection and discussion. Mr. Moseson, whose own success he attributed to skill in window displays, will also provide refreshments. Two weeks later it is proposed to hold the meeting at the Kaufman-Straus store, where similar preparations will be made by Mr. Kreis, and twice each month thereafter the plan is to meet at the various stores or in the various homes of the members, until such time as satisfactory arrangements can be made for permanent headquarters. Meanwhile all of the charter members are directed to gather in the other display men of the city so that they can have the benefits of the discussion and of the exchange of ideas and demonstrations.

There are two primary objects cherished by the members of this new display men's organization. One is social and the other professional. It is believed by all of them that they will all be better for having the opportunity to get acquainted with each other, while they all believe that each one knows something the others can learn from him. Series of demonstrations are planned, together with criticisms of windows and displays, and studies of decoration, including decorative styles and periods, color harmonies and contrasts, psychology of displays, etc.

Members of the Display Men's Club of Louisville are as follows:

William M. Kreis, the Kaufman-Straus Co.; R. Leo Hawes, the Abe C. Levi Co.; Frank Brownstein, Loevenhart & Co.; Louis J. Moseson, Goldstein & Moseson; Arthur D. Lotz, H. P. Selman & Co.; Mac Harth, H. P. Selman & Co.; George T. Wigge, the John C. Lewis Co.; John C. Davidson, the John C. Lewis Co.; Aubrey Cossar, trade paper correspondent; George E. Cartwright, the Herman Straus & Sons Co.; Edward F. Roehr, J. Bacon & Sons; M. C. Latimer, the Burdorf-Brecher Co.; William R. Straut, Walk-Over Boot Shop; Charles O. Grimsby; H. G. Evans, the Jacob Schulz Co.; Ned N. Lives, Levy Bros.; L. Oliver Olson, Crutcher & Starks; Hubbard H. Toombs, the Stewart Dry Goods Co.; Nathan Bensinger, Besten & Langen, and Walter Robinson, the Louis Appel Co.

* *

GRAND RAPIDS HAS DAY

DISPLAY men of Grand Rapids played an important part in the success of the greatest patriotic demonstration ever witnessed in that city. This big event took place Tuesday, October 17, while the famous "Black Watch" detail of the Fifth Royal Highlanders were guests of the city.

One of the features of the big parade was the liberty float designed by the pageant committee and the Grand Rapids Display Men's club, and executed under the direction of T. Guy Duey, display manager for Wurzburg's Dry Goods Company, and chairman of the committee.

The float contained a snow-white platform, twelve feet wide by forty feet in length. In the center the upper or northern half of the world with the continents being shown was surmounted by a beautiful

"ONE FACT IS WORTH A THOUSAND ARGUMENTS"

PRINT YOUR OWN SHOW CARDS AND PRICE TICKETS WITH GEISSINGER'S NEWEST BRUSH LETTER ALPHABET

PATENTED JANUARY 16, 1917

Looks Just Like Professional Lettering

W. T. GEISSINGER

PATENTEE AND MANUFACTURER

Spring

THIS IS THE STYLE OF TYPE OF MY ALPHABET

Offerings

82 SIXTEENTH AVENUE
LONG ISLAND CITY, NEW YORK

"MORE SELLING POWER TO YOUR WINDOW DISPLAYS"

"The Big Twelve"

Before you plan any event or campaign for the holidays, get the Budget of twelve

Christmas Ideas

issued by The Economy Service and sent FREE to merchants in towns where our service is not already subscribed for.

The Budget includes

- **Lithographed Posters**
- **"Movie" Slides**
- **Christmas Campaigns**
- **Gift-Folders**
- **Contests**
- **Cuts**
- **Posterettes**
- **Show Cards**
- **Circulars**
- **Ad-Layouts**

Etc., Etc., Etc.

It costs you nothing—and may mean the difference between a non-profitable and a SUCCESSFUL Christmas business.

Send the coupon for it NOW.

The Economy Service
231 West 39 St. New York

Affiliated with the Dry Goods Economist

COUPON

(M-3)

The Economy Service
231 W. 39th St., New York

Send us at once "The Big Twelve" Christmas ideas advertised in the Merchants Record and Show Window.

living model posed as the Goddess of Liberty, holding her torch aloft in right hand and roll of Liberty Bonds in the left. Directly in front of the world stood Uncle Sam protecting six children, each in costume of their native country and carrying flag of same. A little further forward and up about eight feet was a spread eagle measuring seven feet from tip to tip and finished in gold. At the forward corners stood a soldier and a sailor, each holding a large American flag.

Directly behind and a little above the world was a model biplane about twelve feet by fifteen feet in size, with aviator at wheel.

On one back corner stood a Red Cross nurse in field uniform, while on the opposite corner stood "Mr. Citizen" carrying his bag of money to buy Liberty Bonds. The sides and ends of body were tastefully decorated with shields and flags. This float brought great cheers and applause.

Another float which proved of great interest was one used by the Grand Rapids Rotary Club and designed by T. G. Duey. It consisted of an exact duplicate of a $100 Liberty Bond, double faced, seven feet in height and twenty-four feet long. This was mounted edgewise upon a set of wagon running gears, each wheel being faced by a cog wheel or Rotary Emblem. About fifty Rotarians pulled this, while another fifty drove it from behind with long strands of ribbon in red, white and blue. This idea fully conveyed the stand of the Rotary Club regarding the Liberty Loan.

The Grand Rapids Display Men's Club followed the Rotary Club, with a float upon which about twenty-five display men upheld a model representing President Wilson, who carried a roll of Liberty Bonds. A large sign read as follows: "The Grand Rapids Displaymen Uphold the President and the Liberty Loan." Following the float twelve others carried a panorama of banners emphasizing the importance of aiding the Liberty Loan. This was very well received by all.

* *

T. GUY DUEY, display manager for Wurzburg's Dry Goods Company, Grand Rapids, Michigan, and acknowledged as one of the leading display men of the country, is personally conducting a Window Decorating course at the Y. M. C. A. Evening School, Grand Rapids. The course consists of twenty-eight sessions, one each week. P. W. Hunsicker, of the same city, and secretary of the International Association of Display Men, has charge of the Show Card Writing department.

* *

IN a recent issue we stated that C. F. Richardson had been made display manager for the Pelletier Stores Company, Topeka, Kansas. We hasten to correct this error, and add that H. W. Riley, who has held that position for several years, is still in charge of the Pelletier windows.

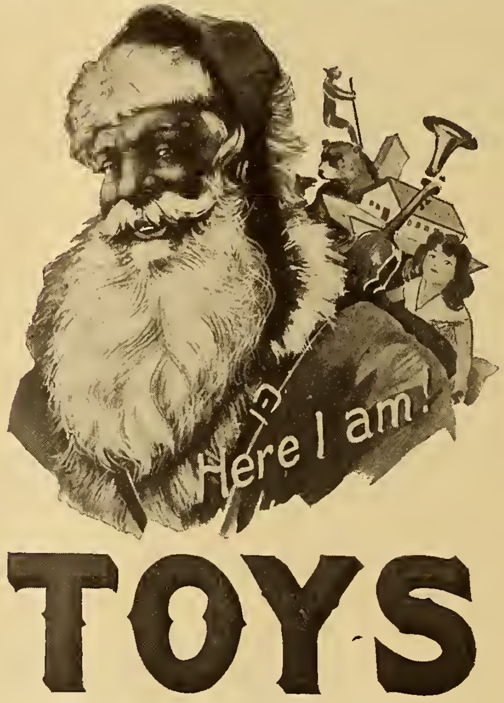
For Our Advertisers

Decalcomania Transfer Santa Claus

Unusual interest is being expressed among retailers in a novel holiday window decoration originated by a Chicago company. It is a genuine Decalcomania transfer Santa Claus. It is made in full color detail, very simple to apply on windows, and surpasses the possibilities of hand-work at only a fraction of the cost of expensive hand-work. The design is so elaborate in detail that it would be beyond the ability of the average sign painter to paint it.

We all remember the "Decalcomania Age" through which we passed as children, when we would spend hours cutting out the pictures, dipping them in water until the paper became soaked, and then transferring them to books and nearly every thing else around the house, and marveling how it was done. Here on the same principle this Santa Claus design is being offered to retailers to apply on their display windows and show-cases.

The illustration shown here can at best convey but a meagre idea of the beauty of the original which is made in full color detail, about twenty-two colors being used in making it life-like and attractive. The actual size is 22 by 29 inches.



MEYERCORD TRANSFER SANTA CLAUS
(Original in Colors, 22x29 in.)

This Decalcomania transfer Santa Claus is easily applied, is made in oil paint colors, and can be taken off with ammonia after the holidays. The Meyercord Company of Chicago, by whom it is manufactured, and who are offering it to dealers, say that the originality of the idea is readily appealing to retailers, store managers, and window dressers. They are quick to appreciate that the idea is timely, for one of these Santa Claus designs on all display windows and show cases radiates the Christmas spirit just at the right time —for instance, during the busy shopping weeks thousands are passing and entering the store. They do not overlook the fact, too, that the eye and the attention of the children is caught readily by the sight of the life-like Santa Claus in colors. It is easy, then, through the children to draw the parents toward the show-windows and into the store.

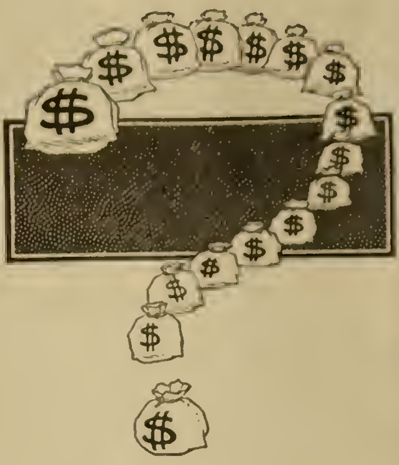
If you want something entirely new and original to assist you in stimulating holiday trade, and at the same time give your store the Christmas atmosphere drop a line of inquiry to the manufacturer of this unique Santa Claus—The Meyercord Company, Chicago. They will gladly give you particulars and prices.

* *

Preserved Plants and Flowers

For more than twenty years American and European preservatories have experimented along various ways striving

The Salary Problem



can best be solved by increasing your store sales through the training of the store salesforce.

You can do what hundreds of others have done. They were no older, nor more ambitious to win out than you are.

Take the proposition up with your store manager or proprietor in reference to installing the GRAPHIC INSTRUCTOR SERVICE, as hundreds of other merchants throughout the United States and Canada have done, and are obtaining excellent results.

After this service is installed, we will go thoroughly into details with the person in charge of this work. By taking charge of your store salesmanship class work you will be making for yourself a *higher place* and a *better salary*. It is up to *YOU to return the coupon TODAY*. It will bring you a prospectus and outline of the GRAPHIC INSTRUCTOR SYSTEM.

RETURN THIS COUPON

THE GRAPHIC INSTRUCTOR,
231 West 39th St.,
New York City.

Please send information as to how we may instruct our salespeople to render a better store service.

Name ....

City ....

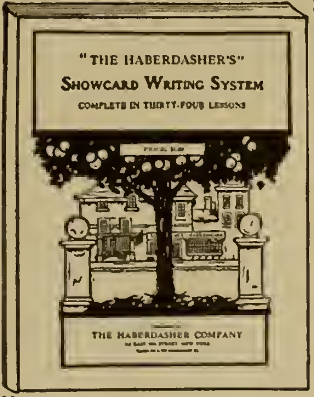
State..............................

No. of salespeople employed........

....

THE GRAPHIC INSTRUCTOR

INSTRUCTION DEPARTMENT OF THE DRY GOODS ECONOMIST
231-241 West 39 St...NewYork



94 Pages
198 Illustrations
34 Lessons
27 Alphabets
Color Charts
College Colors
Card Phrases
$1.00

The Latest Book on Show Card Writing for the Retail Store

This book, just off the press, is specially written to be used by the card writer in retail stores. The authors are A. E. Hurst and C. J. Nowak, two of the best known men in this field. The book thoroughly covers the subjects of equipment, and gives all the latest ideas of interest to the card writer. Experts say that this is the best book, in the field, ever made to sell for $1.00. Every man interested in show card writing for retail stores will get a big lot of help from this book.

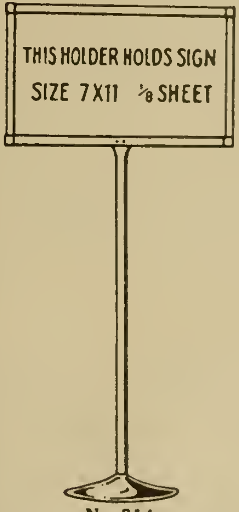
Ask for the Haberdasher's Show Card Writing System

PRICE **1.00** PREPAID

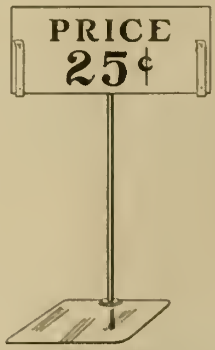
The Merchants Record Co.
431 So. Dearborn Street, Chicago, Ill.

Buy Your Sign Holders Now For Christmas

We make 25 different styles—all made as good as can be made.



No. 314



No. 334

314. **Sign Holder.** Size 7x11. Holds 1/8 sheet. Height of standard 12, 15 and 18 inches; 6-inch pressed steel base. Best value ever offered; thousands of them are now in use. Price, per dozen $7.00

315. **Card Holder.** Size 11x14. Holds 1/4 sheet; 6-inch pressed steel base; made 12, 15 and 18 inches high. Price, per dozen.....$10.00

334. **Handy Sign Holder.** Made 5 and 6 inches high; base 3x3; top 4 inches wide. This is one of the latest designs and far superior to any holder of its size. Would recommend its use where cards larger than 4x5 are required. Price, per dozen $1.75

SEND FOR OUR CATALOGUE

Illustrating the largest and best line of price card holders, as well as other metal fixtures, for the money. Our prices are such that any store can afford our fixtures.

THE D. J. HEAGANY MFG. CO.
1121 W. Washington Blvd., CHICAGO, ILL.

to perfect some method by which natural plants and flowers could be preserved. All these attempts proved in vain until one Mrs. Marcus, connected with the Natural Plant Preservers Company, 175 Fifth avenue, New York, succeeded where the others had failed. Mrs. Marcus' discovery was put to the test during the Panama Pacific Exposition, held at San Francisco, 1915, and as a result she and her method were awarded first prize and medal of honor. The judges were truly astounded at the freshness of the flowers and plants which had withstood for eleven months every test of the elements.

Display men throughout the country speak highly of the products of the Natural Plant Preservers and this journal heartily recommends their use.

* *

Mr. Berry Buys Interest

We are informed that Cullye T. Berry has purchased the interest of his partner in the Ber-Zer Studio. Mr. Berry will continue to supervise the production end of this noted Studio.

He is ready for the holiday rush with an extensive line of ideas for Xmas Scenic Paintings, Cut-Outs and Decorative Backgrounds for the uses of Yule-Tide decorations, and desires to receive any inquiry toward this line of work. A postal card will bring new holiday circulars showing many designs in paintings and Xmas cards.

The Ber-Zer Studio has produced many of the scenic paintings shown in the reproductions in this journal, and can be congratulated on their high quality scenics at a moderate cost. Every decorator contemplating the use of a scenic painting whether for window interior or toy department should get in touch with this studio today.

The Ber-Zer Studio says their success is due to the splendid results received through their advertising in the Merchant's Record and Show Window and also desires to thank its patrons for their liberal patronage, and promises as a reward in the future to deliver the best scenic paintings that brains can create.

* *

Adler-Jones Co. Adds 18,000 Square Feet

The popularity and reliability of Adler-Jones products is manifested conclusively by this company doubling its original floor space. The entire second floor of the building has been taken over, adding 18,000 square feet of floor space. This important addition of floor space will make it possible to add to the already large and beautiful show-rooms, and allow convenient space for the unusual stock carried by this concern.

* *

Store Equipment Catalogue

Catalogue Supplement No. 9 has just been issued by the Superior Brass & Fixture Company, Chicago, and every display man should have a copy of this unusually attractive and instructive catalogue. It is a supplement to Wood Fixture Catalogue No. 6 and General Catalogue No. 7, and is brimful of original ideas on display equipment. Fine quality enamel paper is used and there are several beautiful halftone reproductions of prize winning displays, together with cuts of wax heads, ladies' costume forms, new posing wax figures, men's forms, hat and millinery stands, tailoring and draping stands, dividers, valances, utility racks, etc.

This catalogue was made up under the direction and supervision of Irving S. Levine, newly appointed advertising and sales manager.

* *

TULSA FASHION SHOW PRIZES

THE merchants of Tulsa held their autumn fashion show recently and prizes were awarded for the best window displays. Practically every store in the entire city entered and about twenty thousand people viewed the displays of this busy metropolis on the opening night.

The Hunt Company succeeded in capturing the sweepstake prize, a silver loving cup, for the most imposing series of displays. Aside from this, three blue ribbons were awarded this concern for individual displays. These handsome settings were designed by and placed under the direction of O. E. Wheete, display manager.

M. R. AND S. W. AS PRIZES

A VERY successful window decorating contest was conducted at Bellefontaine, Ohio, October 11, 12, 13. The competition was under the auspices of the Bellefontaine Chamber of Commerce and this organization offered as a prize to each of the three winners a year's subscription to Merchants Record and Show Window. The winners were: A. Rosenberg, Wolfheim Clothing Store; Kennedy Brothers, and Detrick Grocery Company.

* *

A SOCIAL ORGANIZATION

THE display men of the Buffalo department stores have formed an organization for the promotion of social intercourse among the department store display men and assisting in the welfare and promotion of its members and the display profession. The new club is composed of the following men: President, C. Cook, Wm. Hengerer Company; secretary, J. E. Genrich, Siegrist & Fraley; G. Murray, Flint & Kent; E. J. Ryan, Hens & Kelly Company; H. Brown, Hens & Kelly Company; J. Wolfgruber, Adam Meldrum & Anderson; J. Becker, H. A. Meldrum; C. Greenfield, J. N. Adam Company; H. Johnson, Bricka & Enos, and Wm. Strong, Klein-Sautter Company.

* *

GREAT HONOR ROLL

IN the State street building of Marshall Field & Company a great flag challenges the patriotic admiration of Chicago—a service flag that is declared to break the record in its number of stars for the department stores of the nation. This flag held 538 stars, each representing an employe of the company who is in Uncle Sam's war service. The employes were drawn from both the retail and wholesale stores, and they have entered army, navy and marine service.

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Merchants Record and Show Window, published monthly at Chicago, Illinois, for October 1, 1917. State of Illinois, County of Cook, ss. Before me, a notary public in and for the state and county aforesaid, personally appeared George H. Lamberton, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Merchants Record and Show Window, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse side of this form, to-wit: 1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, The Merchants Record Company, 431 South Dearborn St., Chicago, Ill.; editor, James W. Foley, 431 S. Dearborn St., Chicago, Ill.; managing editor, George H. Lamberton, 431 S. Dearborn St., Chicago, Ill.; business manager, George H. Lamberton, 431 S. Dearborn St., Chicago, Ill. 2. That the owners are: Jos. F. Nickerson, 431 S. Dearborn St., Chicago, Ill.; Helen C. Curtis, Oak Park, Ill.; George H. Lamberton, 431 S. Dearborn St., Chicago, Ill.; Charles A. Ward, 31 W. Lake St., Chicago, Ill.; H. C. Maley, 1818 E. 71st Pl., Chicago, Ill. 3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None. 4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

George H. Lamberton. Sworn to and subscribed before
[Seal] me this 21st day of September, 1917. Samuel E. Childs.
(My commission expires Nov. 4, 1920.)

Air Brush
with pencil grip

WOLD
1917 Type "U"

(EXACT SIZE)

Here Is the Air Brush

That we started out more than twenty-five years ago to design. Now we offer perfection in simplicity of operation and performance. Hold the brush as you would a pen or pencil—just one downward movement of the first finger produces a fine line or a broad spray.

Write for Special Descriptive Circular

The WOLD AIR BRUSH MFG. COMPANY HAYMARKET THEATRE BLDG. **Chicago**

BRUSHES and SUPPLIES FOR SIGN and SHOW CARD WRITERS

A POOR BRUSH never works right—consequently you can't do your best work. Same thing applies to colors and supplies—Strong's Supply Catalogue contains only such things as have been proven satisfactory. We will not experiment on our customers—we do the "trying out" here and then sell such supplies as are best for each class of work.

GET STRONG'S SUPPLY CATALOG—NOW

Selling as much as we do gives us the chance to buy in large quantities and demand best quality. We give this advantage to our customers. Our prices are absolutely right—send us a dollar—tell us the kind of work you do—we will send you the best and biggest $1.00 worth of Blue Handle Brand Brushes you ever saw. Let us send you our School Catalog.

Detroit School of Lettering
1811 D. S. of L. BLDG.
DETROIT, MICH., U. S. A.

Mr. Display Man:

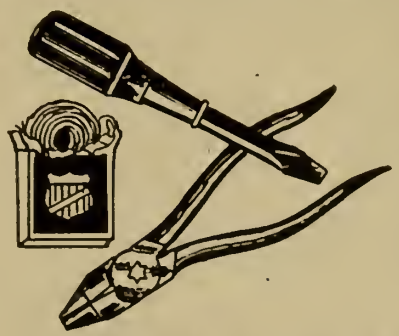
Let Nature Do Your Work

¶ INTERIOR AND WINDOW DISPLAY decorations of our NATURAL Preserved Holly Branches, combined with our Pine Moss Trail roping, will give the desired touch to your CHRISTMAS DISPLAY.

¶ Our Preserved Plants were awarded the GOLD MEDAL—because they are absolutely SUN, WATER and FIREPROOF.

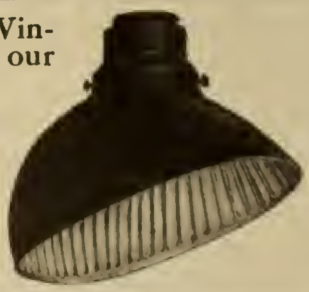
Write for samples

Natural Plant Preservers Co.
175 Fifth Avenue 949 Broadway
NEW YORK



3 Tools—That's All You Need

To Install a Complete Show Window Lighting System with our Ready-2-Install Fixture.



Let Us Figure Your Windows for the Most Efficient and Economical System

Write for Descriptive Literature

Frederick A. Watkins, Distributor, 565 W. Washington Street
CHICAGO

ASKED AND ANSWERED

Keeping Frost From Windows

MERCHANTS RECORD AND SHOW WINDOW,
Editor Asked and Answered Department.

Dear Sir:—We are writing you at this time seeking information as to how we can prevent show windows from frosting in cold weather. We have one or two windows in our store that give considerable annoyance during the winter months, and seek your valuable information along this line. Awaiting your early reply and thanking you in advance, we are,

Respectfully,
L. Bros., Inc., Manistee, Mich.

Answer—There are several devices for the prevention of show windows frosting, but if you do not care to secure one of these devices, the following will help you:

Frosted windows are caused by different temperatures on the inside and outside of the glass. The remedy, therefore, is to equalize the temperature by cooling off the air in the inside next to the glass. To accomplish this, the first thing to do is to shut off the window from the rest of the store, making the partition as nearly airtight as possible. This having been done, arrange to provide free circulation of outside air through the window. This may be done by having a few holes bored from the outside through into the space beneath the window. Then a few holes are made in the floor close to the window glass. This provides for constant circulation. In up-to-date buildings window circulation is provided for during the process of construction.

* *

Outdoor Cloth Signs

Editor MERCHANTS RECORD AND SHOW WINDOW, Chicago, Ill.

I am about to paint some mottoes on white shirting and calico for outdoor purposes and am at a loss to know just what mixture (in black or colored) to use. The ordinary oil paints "spread" while lamp black "runs" when exposed to wet weather. What could I mix with lampblack to make it O. K., and what can I use for red and yellow?

Hoping that you can assist me and anxiously awaiting the next issue of MERCHANTS RECORD AND SHOW WINDOW, I am

Yours truly, J. F. H.

Answer—For your outdoor cloth signs you had better provide yourself with prepared signwriters' muslin. If ordinary muslin or other cotton fabrics are used it is best to size them by dipping in a thin gelatine size, or by applying with a large, stiff brush. A ten cent package of common gelatine purchased at any grocery store is used for this process. Sometimes simply wetting the cloth with water and lettering while wet will do the work. However, the prepared signwriters' muslin is best.

Buy tube colors ground in Japan (not oiled). Thin with turpentine, add a little Japan gold size. Mix only enough for current use. Use flat camel's hair brushes or camel's hair Japanned brushes in quills. Do not get color too thin. Rinse brushes out in turpentine when through. Fill with lard oil or vaseline. Keep in a covered box on piece of tin or glass. When you desire to use a brush again, rinse the oil or vaseline out in turpentine.

If you have not had experience working at an easel, lay your muslin flat on the bench when lettering.

* *

To Waterproof White Ink

MERCHANTS RECORD AND SHOW WINDOW,
Chicago, Ill.
Asked and Answered.

I have been greatly interested in the "Asked and Answered" department of MERCHANTS RECORD AND SHOW WINDOW and have found several ideas that have helped me. Will you kindly advise me through this column how to waterproof white ink, or give a formula for making waterproof white ink? I have been unable to find a preparation already mixed that covered well and was also waterproof.

F. L. Swann, Pen Yan, N. Y.

Answer—Take chemically pure zinc white (dry). Mix with a diluted solution of silicate of soda, commonly known as water-glass. This may be purchased at any drug store. If used with a brush be sure that the brush is not allowed to harden or it will be ruined. If the solution is very thin a music pen may be used. Mix in small quantities and add a few drops of glycerine.

* *

Decorative Clay Ornaments

Asked and Answered Department.

Gentlemen:—I have been experimenting in the making of decorative ornaments out of potter's clay. Is there anything that can be mixed with this clay to keep it from cracking after it dries? I am an old subscriber to MERCHANTS RECORD AND SHOW WINDOW and it has been a tremendous help to me. Thanking you for this and past favors, I am, yours truly, E. M. B.

Answer—The use of the proper quantity of water is the only way to prevent clay from cracking. With your clay models you can make molds and then make ornaments from plaster paris.

Splendid ready-made decorative ornaments may be obtained from the Ornamental Products Company, 52 Fourteenth avenue, Detroit, Michigan. You will find their advertisement in this issue.

* *

Write to the Secretary

MERCHANTS RECORD AND SHOW WINDOW,

To the Editor:—Am anxious to have complete information regarding the International Association of Display Men. Must one be in charge of the windows to join? Thanking you for your advice in this matter, I beg to remain,

Very truly yours,
H. J. B., Syracuse, N. Y.

Answer—For complete information write Secretary P. W. Hunsicker, 123 Dwight avenue, Grand Rapids, Michigan. No, it is not necessary to be in charge of the windows.

A Cheerful Shopper Is a Good Buyer

Smiles and Smilax go together.
What **You** like to see in church and home, **Your Patrons** like to see in **Your Store**. Hence, in the happy holidays of the Fall and Winter season, the touch of green—the **Evergreen**—is cheerful, artistic appropriate and appreciated.

Beaven's

Southern Wild Smilax comes in almost any size, from sprays 2 to 6 feet long to vines exceeding 30 feet in length. It retains its fresh green color and appearance. It is real and shows it; and it is not expensive.

Order Now!
Right Now!

Smilax

The use of Southern Wild Smilax with Long Needle Pine and Magnolia foliage, gives an effect so refreshing—so evergreen—and at such slight cost, that not to use it is extravagant negligence.

Order Now!
Right Now!

Southern Wild Smilax and Long Needle Pine

If you have never used our evergreens, or do not understand their use or quantities needed, please send me dimensions of your show windows and store front, and I will be pleased to advise you.

Plan your decorations and book your orders early

Partial List of My Evergreen Specialties

Magnolia Foliage

No one knows the real Southern Magnolia unless they have seen our particular growing. The leaves are a beautiful lustrous green lined with a rich, soft brown.

You can easily work Magnolia into countless attractive designs.

"We furnish the sprays—You make the wreaths."
Packed in same size cases as Southern Smilax.

No. 1........$1.00
No. 2........ 2.00
No. 3........$3.00
No. 4........ 3.50
No. 5........$4.00
No. 6........ 4.50

Southern Wild Smilax

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50

Holly

Splendid crop for this year. Full rich leaves with lots of berries. Order early and obtain the best and freshest stock.

5-lb. box..............$0.75
15-lb. box.............. 1.25
25-lb. box.............. 2.00
40-lb. box..............$3.00
60-lb. box.............. 3.50

		Each	Dozen	Per 100
LONG NEEDLE PINES As beautiful as palms in decorations.	2 ft.	10c	$1.00	$ 6.00
	3 ft.	15c	1.50	9.00
	4 ft.	20c	2.00	11.00

CHAMAEROPS PLAM LEAVES
SABAL PALM LEAVES
25c per doz., $2.50 per 100.

		Each	Dozen	Per 100
CHAMAEROPS PALM CROWNS Our native palm plants with their roots removed.	3 ft.	15c	$1.50	$11.00
	4 ft.	20c	2.25	15.00
	5 ft.	25c	3.00	20.00

SOUTHERN GREY MOSS 25-lb. sack, $3.00.

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express Rates, 25 per cent less than regular merchandise rates.

Beaven's Fadeless Green Sheet Moss, to cover the floors of your show windows, per bag of 100 square feet, $4.00

Prompt Shipment

Edward A. Beaven

Evergreen, Alabama

By Fast Freight Express or Parcel Post

Annual Prize Contest 1917

Closes December 31, 1917

THIRTEEN VALUABLE PRIZES

One Large Silver Loving Cup, Handsomely Engraved. Four Solid Gold Medals. Four Sterling Silver Medals. Four Bronze Medals.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window displaying world. They are competed in by representative window dressers not only of America but many other countries: To wear one of the medals given by the Merchants Record and Show Window is a distinction of which any window decorator may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering our Annual Contest. In years past many prizes have been won by decorators in comparatively small towns. It is the work that is judged, not the name of the displayman, nor the size of the store. Read the conditions below and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishing store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, etc., etc. Prizes identical with those in class A.

CLASS D—DRAWING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year. The prize in this class is a handsome loving cup, especially designed and engraved for this purpose. Duplicate prizes will be awarded to tying contestants.

Terms of the Contest Read Carefully

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the Annual Contest will be entered in the Monthly Contest for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the Merchants Record Company.

All photographs submitted in this competition must be fully described and must be sent us before December 31st, 1917.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the Annual Contest must be marked upon the back of each photograph as follows: "For Annual Contest," with name and address of decorator.

Points To Be Considered in Making Awards

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

SALES—Under this head shall be considered the effect of the display in making sales.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "Merchants Record and Show Window" and two window decorators of acknowledged authority.

The Merchants Record Company

431 So. Dearborn Street
CHICAGO, U. S. A.

Our Product Is Your Safeguard

as a Buyer, and

Will Merit Your Inspecting Our Line

Catalog Sent Upon Request

The Barlow-Kimnet Co.

Office and Showrooms:

724 Broadway, New York

BOSTON
20 OXFORD STREET

FACTORY
HOLYOKE, MASS.

You Will Never Regret Sending a Trial Order for

Bradlite

THE
COLOR MATCHING
LAMP

BRADLITE is a portable lamp complete in itself, by which colors may be accurately matched at any time of day or night. It can be instantly installed in any department and is always ready for use.

BRADLITE is the latest modern refinement which added to a store's equipment creates the impression of solicitous attention to your customer's requirements. It is the newest development in modern scientific store service, and its use will place your store far ahead of your competitor's in the minds of the buying public in your city.

Pat. Pending

Placed at intervals upon the counters and show cases of such departments as require accurate matching of colors BRADLITE will effect a wonderful saving of time, annoyance and dissatisfaction for both customers and sales people.

If BRADLITE does not do as we claim—
SEND IT BACK

THE BRADLITE COMPANY
189 West Madison Street - CHICAGO

DO YOU EVER MAKE PUBLIC SPEECHES?

Expert Literature Service

Famous staff writers, authors and poets will write your stories, speeches, poems, plays, songs, etc. You may use as you please with copyright privileges. Young authors' work revised and rewritten. Charges reasonable. Literary advice and counsel.

FOLDERS FREE

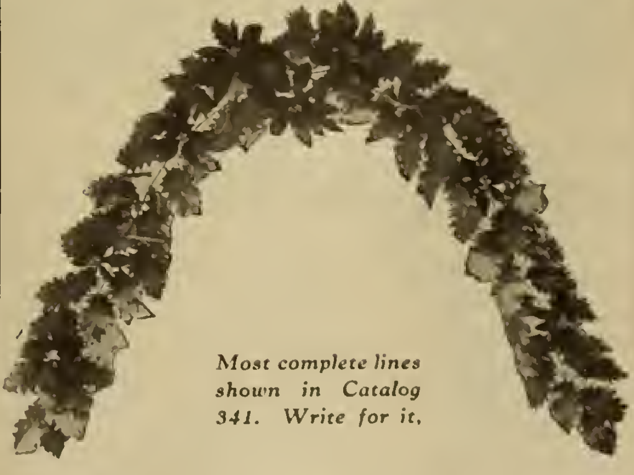
EASTERN EDUCATIONAL BUREAU
LITERARY DEPARTMENT
Address W. CLEMENT MOORE, Publisher
NEW EGYPT, NEW JERSEY

ASK MOORE about your business plans, mail order ideas, or advertising questions. First answer to all inquiries free. 15 years' experience. Expert service in writing, planning, illustrating and placing advertising. Booklet free.
W. CLEMENT MOORE, New Egypt, N. J.

DON'T WAIT

—until the last minute. Order your

Holiday Decorations *NOW!*



Most complete lines shown in Catalog 341. Write for it.

Carl Netschert
12 N. Michigan Avenue
CHICAGO - ILLINOIS

WE'RE READY!!

WITH 100% EFFECTIVE

Scenic Paintings

and Xmas Cards

FOR THE HOLIDAYS

EVERY DECORATOR "IN THE KNOW" KNOWS WHERE TO GET THE "RIGHT KIND" OF SCENIC PAINTINGS.

BER-ZER STUDIO . Dayton, Ohio

Xmas Circulars Ready. Write Today. Dept. B.

We have many new and crisp ideas for Scenics, Cut-Outs and Backgrounds that we do not publish. Send us your measurements and data. Let us submit color sketch and estimates.

AT LAST
Something different.
Santa Cartoon Cards $3\frac{1}{2}$ x $5\frac{1}{2}$. $1.25 per 100. Send for complete price list.

Artistic Show Windows Create a Desire for Your Goods

THIS cannot be done to better advantage than by using our **Window Decorative Materials.**

We have everything that can be desired for **Thanksgiving and Christmas Trims. ¶ Artificial Flowers, Baskets, Papier Mache Items, Pedestals, Flower Boxes, Etc.**

Our Catalogues will show you the way

Doty & Scrimgeour Sales Co., Inc.

74 Duane Street, New York City

Cardwriters Pure Red Sable One Stroke Flat Brush

For a clean stroke letter it has no equal

Illustration shows actual size of three smallest widths made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

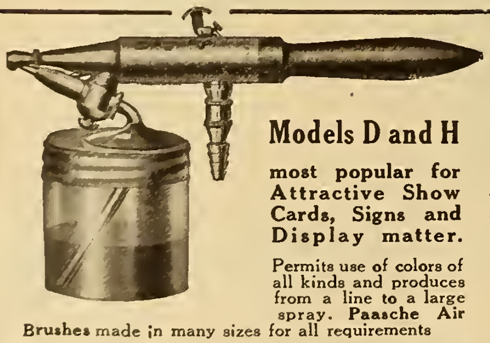
For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1917 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son

Dept. R., 298 Pearl Street, NEW YORK



Models D and H

most popular for Attractive Show Cards, Signs and Display matter.

Permits use of colors of all kinds and produces from a line to a large spray. Paasche Air Brushes made in many sizes for all requirements

THE GREAT FAVORITES EVERYWHERE
ORDER YOURS TODAY and
INCREASE YOUR EARNING CAPACITY

PAASCHE

Famous 3-in-1

Air Brushes

Universally used by best **Show Card Writers, Sign Painters, Decorators, Window Trimmers and Displaymen.**

Greater efficiency, speed and durability assured with use of these **Incomparable Tools.**

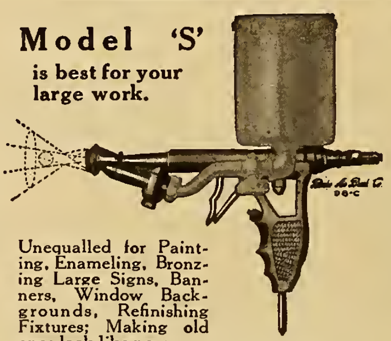
Write us today for circulars

Paasche Air Brush Co.

1229 W. Washington Blvd. CHICAGO

Model 'S'

is best for your large work.



Unequalled for Painting, Enameling, Bronzing Large Signs, Banners, Window Backgrounds, Refinishing Fixtures; Making old ones look like new.

PRODUCES UNMATCHABLE EFFECTS
SAVES HOURS of HARD WORK

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

POSITION WANTED—A-1 window-trimmer and card-writer; 6 years experience with dry goods and men's wear, good habits, married. Samples of work; references; 28 years old. Prefer south or west. Address Box 317, c/o MERCHANTS RECORD AND SHOW WINDOW.

DISPLAY MANAGER, well known for his ability to create and place Ladies' Ready-to-Wear Dry Goods and Shoe Displays. Now employed in Chicago, wishes to change to a store where a personal interest is appreciated. Hightest references furnished. Address Box 316, c/o MERCHANTS RECORD AND SHOW WINDOW.

"WANTED—An Original Men's Wear Display Manager and card writer, but must be efficient in neat pen lettering." Display Advertising Company, Renkert Bldg., Canton, Ohio.

WIRE YOUR QUALIFICATIONS if you will accept position as Window Trimmer, Card Writer, Ad. Man Northwest, $175 month or W. T. C. R. and D. G. Salesman, Nevada, $125; W. T. C. W. and Shoe Salesman, New Mexico, $100. Every time you answer our ad. you make application to over 3,000 high-class Western Department, Dry Goods, Clothing and General Stores. Interstate Co., Kittredge Bldg., Denver, Colo.

WANTED—A No. 1 Experienced Window Trimmer and display man. 30 years old or older. Married man preferred. Desiring a permanent man. Kratzenstein Bros., Escanaba, Mich.

WESTERN POSITIONS—While present heavy demand for men continues, we will accept, without the registration fee, applications from experienced window trimmers and card writers, willing to accept $90 to $125 a month. Write Business-Men's Clearing House, Denver, Colo.

WANTED—To hear from owner of good business for sale. Send description and cash price. Northwestern Business Agency, Minneapolis. Minn.

WAX FIGURES
for Show-Window Displays
Sold or rented, dressed to fit the Seasons and Patriotic Holidays. Men, women and children. Suggestions gladly given.
SCHMIDT'S, 920 N. Clark Street, Chicago
Tel. Superior 7578

FOR WINDOWS AND BACKGROUNDS
Use Silk Plushes, Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies
Write for Samples and Prices
F. A. RAUCH & CO.
410 South Market Street, CHICAGO, ILLINOIS

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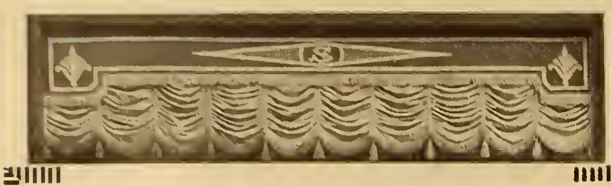


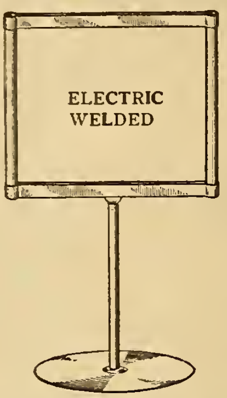
Creators of the Newest Ideas in

Valances and Panels

Austrian Drape Shades a Specialty

Write today for our catalogue and prices

THE WINDOW DECORATIVE WORKS
1250 W. Fourth Street, CLEVELAND, OHIO

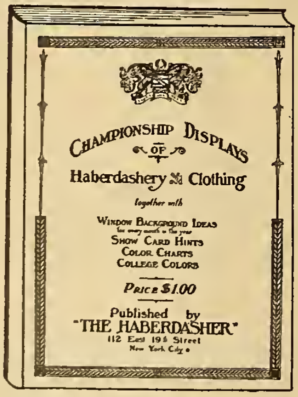

ELECTRIC WELDED

No. 690

Best and Cheapest Price Card, Stands, Easels, Etc.

"Jaxon" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.


CHAMPIONSHIP DISPLAYS
OF
Haberdashery and Clothing
together with
WINDOW BACKGROUND IDEAS
for every month in the year
SHOW CARD HINTS
COLOR CHARTS
COLLEGE COLORS
PRICE $1.00
Published by
"THE HABERDASHER"
112 East 19th Street
New York City

Collection of Some of Latest Displays of Clothing and Haberdashery

There has just been published a most valuable book for the displayman handling men's lines. Here is shown the work of many of the best men in the business in every part of the country, including trims in The Haberdasher's National Championship for 1916 shown. Any one of hundreds of ideas worth more than the price of the book. Should be in the "library" of every displayman.

"THE HABERDASHER"

National Championship Displays of Clothing and Haberdashery

DESCRIPTION OF BOOK

This is a big book—112 pages, 9½x12 inches—122 halftone illustrations of complete window and unit trims—30 pages of background suggestions, for each month in the year—346 texts for show cards—3 color charts, individual color chart—complete list of college colors, printed on extra fine paper.

PRICE $1.00 PREPAID

Please remit with order

The Merchants Record Co.
431 So. Dearborn Street Chicago, Illinois

$7.00 FOR AN AIR BRUSH

That Meets Every Requirement

Patented March 6, 1917

Practical Air Brushes

—are used by all leading Cardwriters, Display Managers and sign shops, as well as many others, because they are PRACTICAL.

Write for circulars.

ECONOMY MFG. CO., - 4755-57 London Avenue, CHICAGO

Hess' Holly Cards for 1917

HANDSOMER THAN EVER

HOW MANY AND WHAT SIZES CAN YOU USE?

G. WALLACE HESS
1520 North American Bldg. Chicago

THE MERCHANT

who wants to make his advertising more effective should read The Advertising World—a magazine of great help to the retail advertiser. $1 the year—and will pay for itself. A sample copy for 7cts. in stamps.

THE ADVERTISING WORLD
Dept. M. R., COLUMBUS, OHIO

USE OUR
"RELIABLE SECONDS"
IN
SHOWCARD BOARDS
(WHITE AND COLORED)
AND SAVE MONEY

Samples and prices cheerfully furnished upon application

DOUGLAS WRAY PAPER CO.
INCORPORATED

Largest Exclusive Dealers in Reliable Seconds in Cardboards

PRINTERS BUILDING CHICAGO

No. 6270. SMILAX, FIREPROOF

No. 6270. Smilax, Fireproof, natural preserved in red or green trimmed with flowers such as foxtails, roses, poppies, etc., 24x72 inches diameter, complete **$3.80**

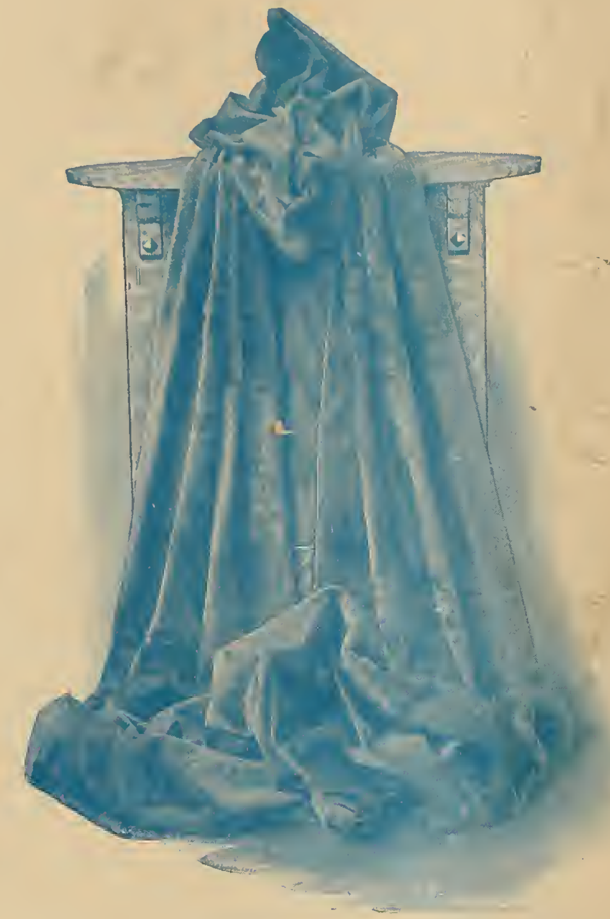
No 6271. Smilax, as described above without flowers, per roll of 3 yards.. **$1.52**

Palms, Florida Smilax, Cycas and Holly in Plants, Wreaths, or Garlands; also Oak and Beech Branches, natural prepared and artificial.

Our illustrated Xmas catalog, No. 400, will be mailed upon request.

FRANK NETSCHERT

61 BARCLAY ST. NEW YORK



Holiday Display Equipment

¶ Fixtures and forms for the effective display of every kind of merchandise are illustrated and priced in our 304 page Display Equipment Catalog. A copy will be mailed upon request.

¶ Silk Plush in beautiful shades of green, red, purple, orange, add snap and color to your Christmas windows.

¶ We have it in several grades and all colors.

¶ Sample card and price list are yours for the asking.

Curtis-Leger Fixture Co.
237 West Jackson Blvd.
Chicago

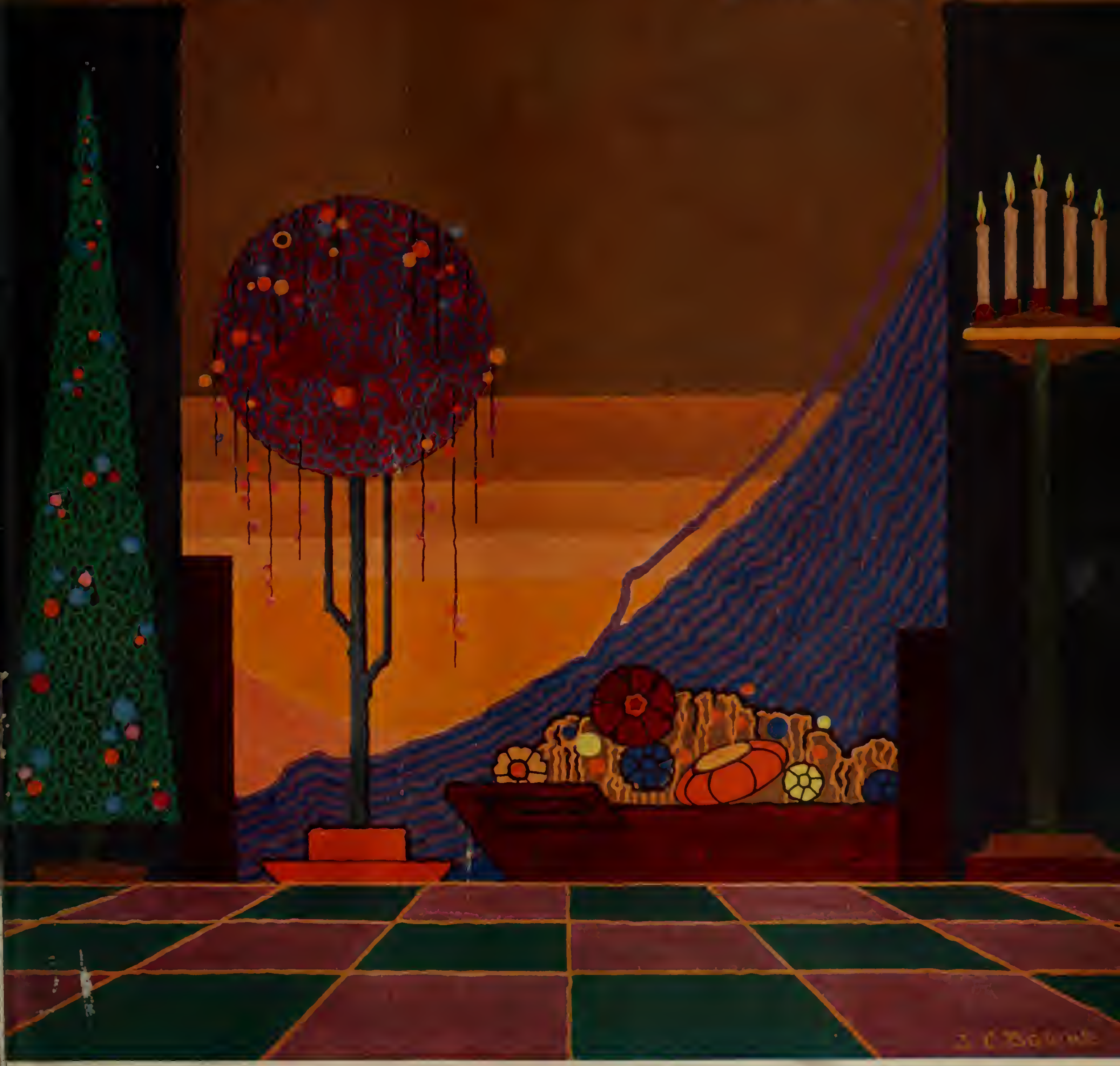
Everything in Display Equipment

MERCHANTS RECORD AND SHOW WINDOW

CHICAGO

VOL. XLI. NO. 6

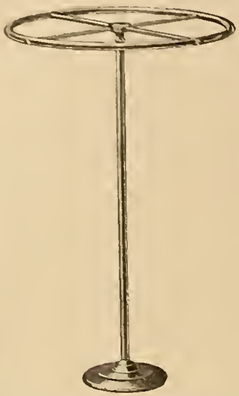
DECEMBER, 1917



Third of a Series of Twelve Full-Color Background Suggestions

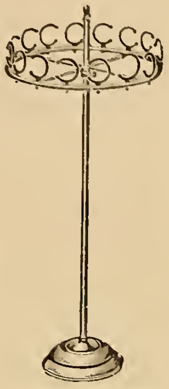
FOR THE BENEFIT OF BUYERS

who have neglected to purchase their interior display equipment for the holiday season, we are showing herewith some practical forms and fixtures which can be ordered direct from this advertisement and save the time in sending for catalogue.



No. 2. Revolving Waist Stand

This Revolving Waist Stand will hold a large stock on counters or tables, where they are easily shown and quickly sold.



Crescent Tie Stand

For your haberdashery department, this Tie Stand will hold a large stock of ties on the counter, which is a silent salesman in itself.

No. 165. Misses' Form, 8 Years

No. 286/B. Waist Form

The above illustrations of forms are essential for your ready-to-wear department. When trimmed, will make suggestions to Miss or Mrs. Purchaser, and invariably sales are the result.

No. 256/B. Dress Form

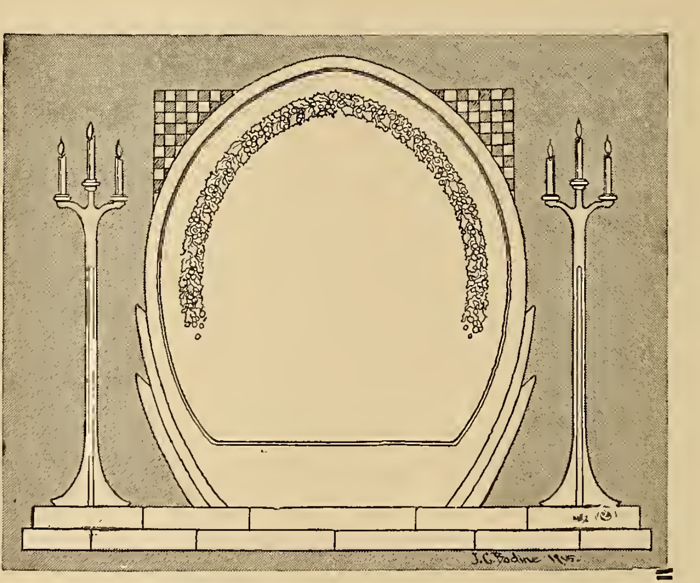
NORWICH

NORWICH NICKEL & BRASS CO.
NORWICH, CONN.
Salesrooms
NEW YORK
712 Broadway
BOSTON
26 Kingston St.

NORWICH

Holiday Backgrounds of Compo Board

Compo-Board, the old original and reliable, is the favorite with expert designers and leading display men. These are the men who know from experience what is practical and best for their varied uses. The very nature of **Compo-Board** makes it available for any sort of use for window backgrounds and store interiors.



Compo-Board Background Design, by J. Clarence Bodine

Compo-Board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. **Compo-Board** is not affected by heat or moisture, consequently, will not warp, buckle or split.

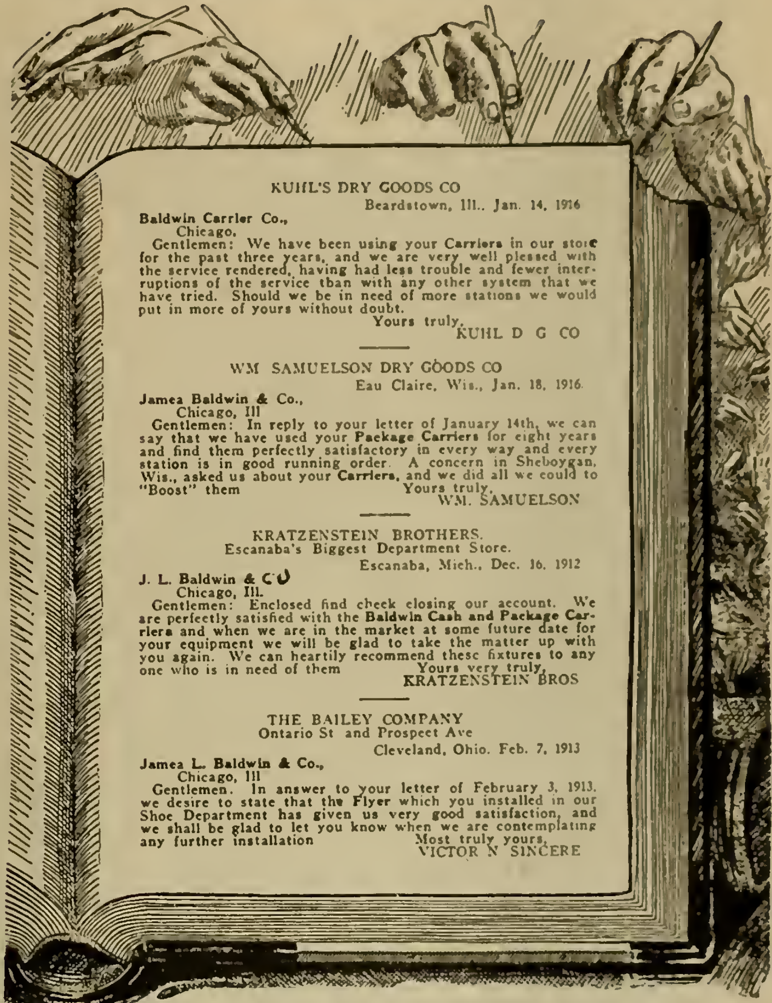
We publish quite an elaborately illustrated book which is printed on the best of paper and tells in an interesting way all about **Compo-Board.** Send for sample and copy of this book, it's free.

Compo-Board Co.
1404 LYNDALE AVE. NORTH
MINNEAPOLIS, MINNESOTA

A PAGE FROM OUR BOOK OF SATISFIED USERS

We have hundreds and hundreds of such letters. This is an assurance to you that the Baldwin carriers will serve your purposes most satisfactorily.

Read These Letters



KUHL'S DRY GOODS CO

Beardstown, Ill., Jan. 14, 1916

Baldwin Carrier Co.,
Chicago.

Gentlemen: We have been using your **Carriers** in our store for the past three years, and we are very well pleased with the service rendered, having had less trouble and fewer interruptions of the service than with any other system that we have tried. Should we be in need of more stations we would put in more of yours without doubt.

Yours truly,
KUHL D G CO

WM SAMUELSON DRY GOODS CO

Eau Claire, Wis., Jan. 18, 1916

James Baldwin & Co.,
Chicago, Ill

Gentlemen: In reply to your letter of January 14th, we can say that we have used your **Package Carriers** for eight years and find them perfectly satisfactory in every way and every station is in good running order. A concern in Sheboygan, Wis., asked us about your **Carriers**, and we did all we could to "Boost" them

Yours truly,
WM. SAMUELSON

KRATZENSTEIN BROTHERS.
Escanaba's Biggest Department Store.

Escanaba, Mich., Dec. 16, 1912

J. L. Baldwin & CO
Chicago, Ill.

Gentlemen: Enclosed find check closing our account. We are perfectly satisfied with the **Baldwin Cash and Package Carriers** and when we are in the market at some future date for your equipment we will be glad to take the matter up with you again. We can heartily recommend these fixtures to any one who is in need of them

Yours very truly,
KRATZENSTEIN BROS

THE BAILEY COMPANY
Ontario St and Prospect Ave

Cleveland, Ohio. Feb. 7, 1913

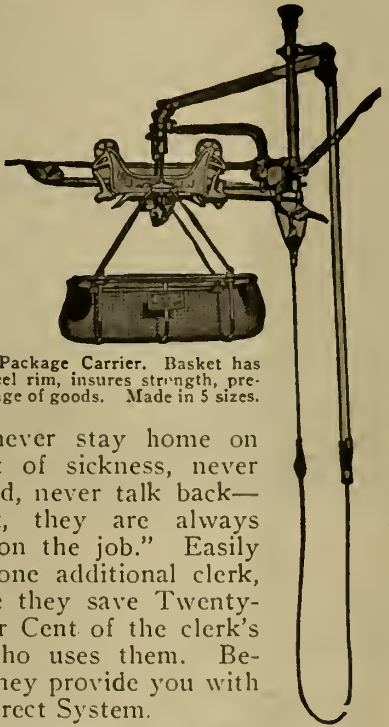
James L. Baldwin & Co.,
Chicago, Ill

Gentlemen. In answer to your letter of February 3, 1913, we desire to state that the **Flyer** which you installed in our Shoe Department has given us very good satisfaction, and we shall be glad to let you know when we are contemplating any further installation

Most truly yours,
VICTOR N SINCERE

Our 1917 Models

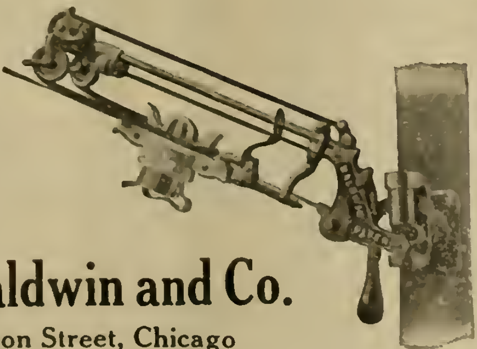
are the very latest refinements in Cash and Package Transmission.



No. 17 Package Carrier. Basket has pressed steel rim, insures strength, prevents damage of goods. Made in 5 sizes.

They never stay home on account of sickness, never get tired, never talk back—in fact, they are always "right on the job." Easily worth one additional clerk, because they save Twenty-five Per Cent of the clerk's time who uses them. Besides, they provide you with the Correct System.

Baldwin Carriers are the result of twenty-five years' experience specializing in wire line carriers. As specialists we can serve you BETTER.



Either of These Carriers Are Real "Live Members" for Your Sales Force

James L. Baldwin and Co.
852 W. Madison Street, Chicago

USE THIS COUPON

James L. Baldwin and Co.
352 W. Madison Street, Chicago

Please send me full information about

☐ Cash Carriers.
☐ Package Carriers.

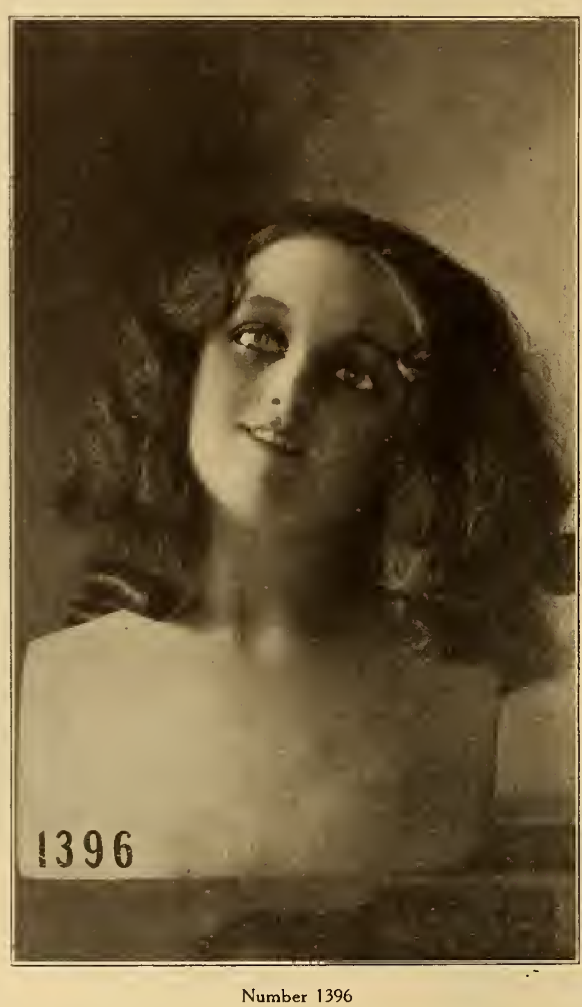
Name ....

Town ....

State ....

Size of Store ....

One of Our New Children's French Wax Heads



Number 1396

SPECIAL NOTICE

Visit Our New Chicago Salesrooms in Wholesale District, 305 South Fifth Ave., Near Jackson Blvd.

FRENCH WAX FIGURE COMPANY

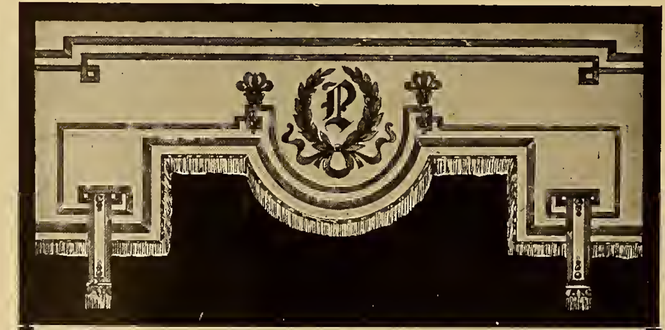
70 W. Water St., Milwaukee, Wis.

305 S. 5th Ave., Near Jackson Blvd., Chicago, Ill.
202 E. 4th St., Los Angeles, Cal.
15 W. 9th St., Kansas City, Mo.

WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +
Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Polay Fixture Service Inc.
519-521 N. Halsted St. CHICAGO, ILL.



NA-DE-CO

VALANCES, PANELS and DRAPE SHADES

An attractive window trim, plus the finishing touch furnished by NA-DE-CO products, means increased sales throughout the store.

Write today for catalog R and sample plushes
Live Salesmen wanted

National Decorative Co., Inc.

Designers and Manufacturers
Valances, Panels, and Drape Shades, Plushes and Velours

Main Office and Factory:
538 Federal St., CAMDEN, NEW JERSEY
New York Showroom: 234 Fifth Ave., Cor. 27th St.

For Your

Holiday Decorations

Use Our

Natural Evergreens

"There is nothing that can improve on nature." Nothing will be more attractive and admired by your customers and pleasing to yourself than our nature's Decoratives used in your Holiday Decorations.

CHATTAHOOCHEE FLORAL CO
DECORATIVE EVERGREENS
WILD SMILAX A SPECIALTY.

Best Equipped, Largest and Quickest Shippers in the South

SOUTHERN WILD SMILAX: Our Southern Smilax is without a doubt the most beautiful decorative vine known. Lasts long time in decoration. Nothing more elaborate for decorating Stores, Show Windows, Halls and Churches than our beautiful Southern Smilax. Packed in five size cases. In ordering, please specify case number.

Case No. 1—Covers 600 square feet wall space.....**$4.50**
Case No. 2—Covers 400 square feet wall space..... **3.50**
Case No. 3—Covers 300 square feet wall space..... **3.00**
Case No. 4—Covers 200 square feet wall space..... **2.00**
Case No. 5—Covers 100 square feet wall space..... **1.00**

MAGNOLIA FOLIAGE: Dark glossy foliage. Beautiful and attractive. Branches fine for decorating Show Windows and interior. Put up in same size cases as Wild Smilax and at same price.

LONG NEEDLE PINES: Large dark glossy needles. Very attractive. Fine for window decoration. Our Needle Pines are very hardy and will stand any amount of rough handling, and yet retain their color and freshness. If you are also looking for something for profit, try them—good sellers for house and church decorations.

2 feet high. Per dozen......**$1.25** Per 100......**$ 6.00**
3 feet high. Per dozen...... **1.50** Per 100...... **8.00**
4 feet high. Per dozen......**$1.75** Per 100......**$10.00**
5 feet high. Per dozen...... **2.50** Per 100...... **15.00**

Chamaerop Palm Crowns, medium, per dozen, **$2.00**; large, per dozen **$3.00**

Chamaerop Palm Leaves, per 100.................. **2.00**
Sabal Palm Leaves, per 100......................... **3.00**

Southern Gray Moss. Fine for lining Windows and interior festooning, per sack of 25 pounds........ **3.00**

Natural Green Sheet Moss. Excellent for Show Window floor covering. Per bag of 100 square feet **2.50**

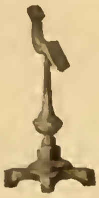
Mistletoe, well berried, per bushel box, **$2.00.** Per barrel **5.00**

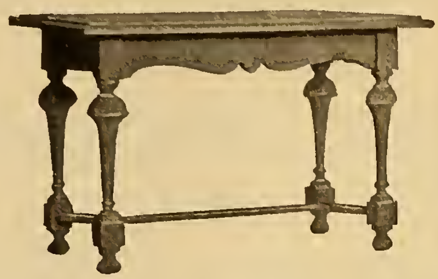
Holly. Good foliage, well berried, standard 2x2x4 foot cases, **$3.50.** Half case...................... **2.00**

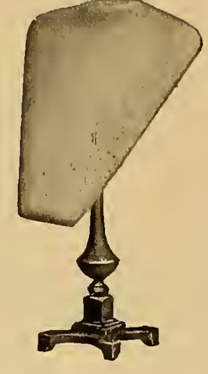
Our greens are shipped in light veneered shipping cases. Special low express rates. We ship only by **Express**, and guarantee safe and timely delivery. Our greens are guaranteed satisfactory in every particular, or no money expected. Prices f. o. b. shipping point.

Wire or mail your orders TODAY

Chattahoochee Floral Co., Hatcher Station, Ga.







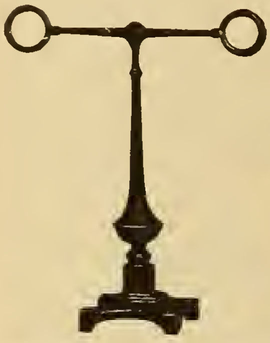
MAKE BUYERS OUT OF PASSERSBY

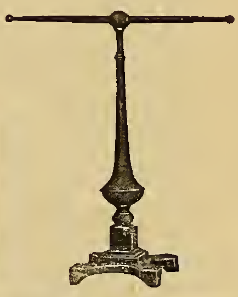
If you build a new home—you are most careful and particular about your interior decorations—the furnishings must harmonize. In other words, you would not put cheap furniture in a ten or twenty thousand-dollar home.

Yet many merchants are remodeling or building new store fronts—display windows costing hundreds of dollars—and then detracting from the effect by using time-worn, cheap fixtures.

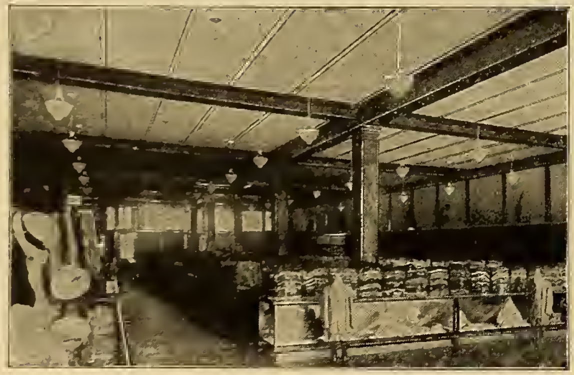
Why not make your display windows distinctive—why not obtain the best possible effect—by replacing your old fashioned fixtures with our latest period designs?

Let us send you our latest supplementary catalogs showing Chippendale, Queen Anne, Adam, and Mary and William designs.





HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN
NEW YORK SALESROOM 35 W. 32nd. STREET
CHICAGO SALESROOM 234 S. FRANKLIN ST.



A Wareroom Transformed By

CAREY Ceil-Board

SUPERSEDES PLASTER

For Walls and Ceilings

Look at this picture. Then read this letter.

"In January, 1913, we transformed one of our upper floors from an unsightly wareroom to a most beautiful salesroom at a very moderate cost with Carey Ceil Board. We are very glad to testify to its practicability and usage."
(Signed) The Melvin-Chicoine Co.,
Fred Chicoine.

When in the market for interior finish for the store or window display, beautiful, practical and serviceable at a moderate cost, investigate Ceil Board. Booklet for Window Decorators on request.

THE PHILIP CAREY COMPANY
1030 Wayne Ave., Lockland Cincinnati, Ohio

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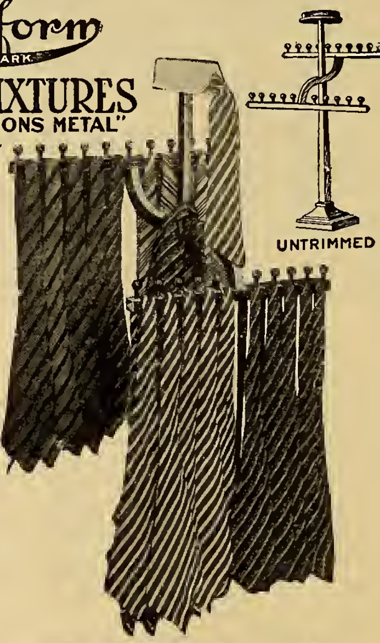
TRADE MARK
DISPLAY FIXTURES
"ALL CONNECTIONS METAL"

Write for Copy of Our Latest Catalog and Circular on New Window Display Ideas



№530

THE RACK TRIMMED WITH COLLAR AND TIES.

No. 530	Tie Rack (as illustrated with collar connection) each.........	**$3.50**
No. 525	Tie Rack (without collar connection), each.........................	**$3.00**

State Finish Wanted When Ordering

HINCHER MFG. COMPANY, of INDIANA
305-311 South Fifth Avenue CHICAGO, ILL.

We Can Ship 24 Hours After Receipt of Order

BAUMANN Service and Quality Always the Best

If you have been disappointed in delivery elsewhere, send us your order.

Imitation Immortelle Wreath. This wreath is the same on both sides, and is a beautiful shade of Holly Red. The classiest Wreath for windows; used in stores, houses and automobiles.

	Dozen
6 inches	$ 1.50
8 inches	2.40
10 inches	3.25
12 inches	4.50
14 inches	6.00
18 inches	12.00
24 inches	18.00

HOLLY VINE

No. 655. Holly vine of 12 green leaves and 12 holly berries. Doz., 90c. Gross $9.00

No. 655W. Holly vine of 12 white holly leaves and 12 red berries. Doz. 90c. Gross 9.00

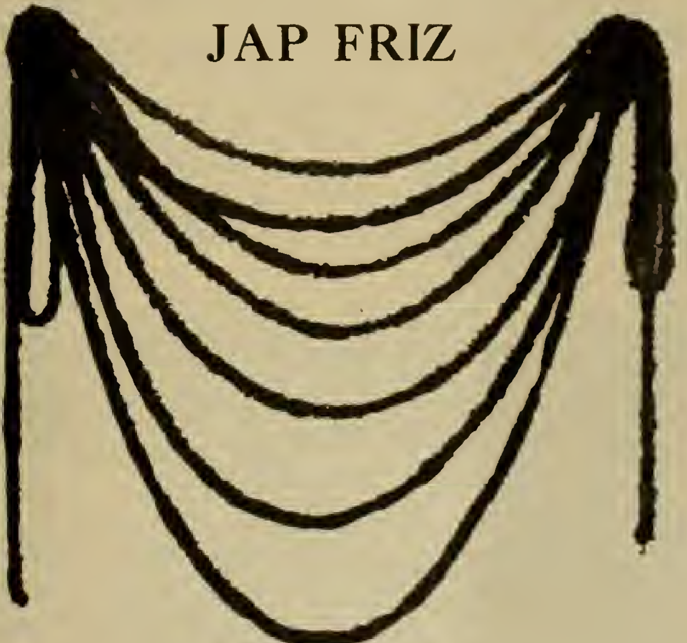
No. 257. Poinsettia vine. 10 leaves and 3 sateen flowers. Doz. 2.25

No. 639. Holly and Mistletoe festoon, very full and decorative, spread of 54 inches. Each 3.00

Do not forget your January Opening. Our catalog is ready.

Send for Xmas Catalog

JAP FRIZ



Japanese Wood Roping. The cheapest and most effective material for an Xmas trim, both for window and interior. It can be drooped in most any shape or form. Used best in connection with Holly Wreaths and Garlands. Comes in red, white or green. Sixty yards to a roll. Price per roll $0.75

L. BAUMANN & CO.,
Leading Importers and Manufacturers
357-359 West Chicago Avenue
Chicago, Illinois

LAST MINUTE ORDERS

MERRY CHRISTMAS

LAST MINUTE ORDERS

No. 5060. CHRISTMAS BANNER

Letters are 6 inches high, frosted. Come in green and red, or green and wood color. 12 feet long.

Price, each	$0.75
Per dozen, plain	5.60
Per dozen, frosted	6.50

No. 4399. Wood Fibre Roping.

No. 2260. WOOD FIBRE WREATHS.

Made of our No. P626 Papier Mache Rings, wrapped with Wood Fibre Roping, any color. Red or green preferred.

6-inch diameter—dozen	$2.40
8-inch diameter—dozen	3.60
10-inch diameter—dozen	4.80
12-inch diameter—dozen	5.28
16-inch diameter—each	.55
18-inch diameter—each	.65
24-inch diameter—each	1.20
30-inch diameter—each	1.60

No. 4399. WOOD FIBRE ROPING.

Schack's Wood Fibre Roping is 1-inch thick, whereas roping of other dealers is only ½-inch and price almost double ours. Schack's Roping comes any color you desire. Approximately 180 feet to each bolt. Always state color. Price, $1.25 per bolt. Send in your order at once.

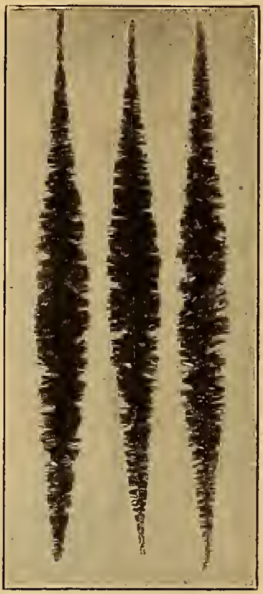
No. 4400. WOOD FIBRE FESTOONS.

Come approximately 4 feet long and 4½ inches in the middle, tapering to the ends. Comes any color you desire. Always state color wanted.

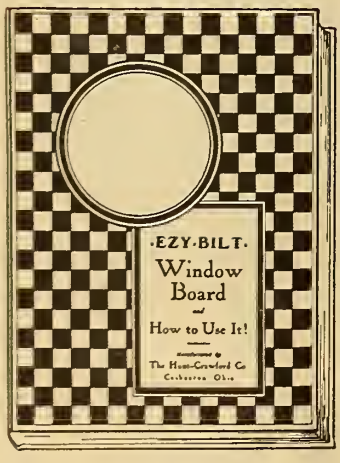
Price, per dozen	$1.25

SCHACK ARTIFICIAL FLOWER COMPANY

1739-41 Milwaukee Ave., CHICAGO



No. 4400. Wood Fibre Festoons.



Have You a Copy of Our CATALOGUE?

If not, it will be sent free to any display man or merchant requesting it on his stationery.

It is brimful of practical ideas on how to make artistic show window decorations for spring and fall openings.

Reproductions of actual decoratives, settings, screens, plateaux, flower boxes, pedestals and cut-out designs constructed of **·EZY-BILT·** window board offer many suggestions.

It also tells all about **·EZY-BILT·** window board and why it is the ideal material for the display man, and how he can save money on all kinds of special display by using **·EZY-BILT· window board.**

THE HUNT-CRAWFORD CO.

COSHOCTON, OHIO

Spread the True Christmas Spirit

Show your customers and the passersby that in your store at least they will find the true Christmas spirit. No use telling you that the more you can arouse sentiment for Christmas, the larger your sales will be at the holiday season.

The following list of my Evergreens offers an opportunity for you to decorate profusely, and besides you can sell my Holly, Mistletoe and other evergreens and make a good profit. Please note that my prices are no higher this year.

Holly, exceptionally good crop this year, extra well berried, fresh from the trees, cases, 16 cubic feet, solidly packed, **$3.50**; one-half cases, **$2.00**; one-fourth cases, **$1.25.**

Southern Wild Smilax, no finer decoration for stores, show windows, churches and halls, has wonderful lasting qualities, put up only in four size cases, by **Carter.**

Case No. 1,	**$4.50**	enough to cover wall space of	600	square feet
" " 2,	**3.50**	" " " "	400	" "
" " 2,	**3.00**	" " " "	300	" "
" " 2,	**2.50**	" " " "	200	" "

Evergreen Wreathing, heavy grade, per coil of 20 yards	$	**1.00**
" " " " " 25 coils	"	**22.50**
" " " " " 50 coils	"	**40.00**

Holly Wreaths, made of fresh fancy, well berried stock, single wound on wire rings.
Per dozen ....**$1.50** Double wound (extra fine) per dozen.....**$2.50**

Bronze Galax Wreaths, Magnolia Wreaths, Evergreen Wreaths, furnished at same prices.

Our Wreathing and Wreaths are made by experts, who have 12 years' experience, and are shipped direct to you from Chicago.

Magnolia Foliage, very fine in decoration, put up in same size cases as Smilax at same price.

Chamaerop Palm Crowns, per dozen	**$2.00**
Chamaerop Palm Leaves, per 100	**2.50**
Sabal Palm Leaves, the large kind, per 100	**2.50**
Mistletoe, well berried, per bushel hamper	**2.00**
Gray Moss, for lining windows, etc., per sack of 15 lbs.	**2.00**
Fadeless Green Sheet Moss, free from trash or sticks, per sack of 100 square feet	**4.00**

Long Needle Pines

A Beautiful and Novel Decoration. Large, dark, glossy needles and beautifully marked stems; they last for months. Two to four feet high, assorted.

Per dozen	**$1.25**
Per 100	**7.00**

Low Express Rates
Prompt Service

Make up your order from above prices. Write or wire. Goods rushed out by express same day. 5% discount, cash with order

GEO. M. CARTER, Evergreen, Ala.

Annual Prize Contest 1917

Closes December 31, 1917

THIRTEEN VALUABLE PRIZES

One Large Silver Loving Cup, Handsomely Engraved. Four Solid Gold Medals. Four Sterling Silver Medals. Four Bronze Medals.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window displaying world. They are competed in by representative window dressers not only of America but many other countries: To wear one of the medals given by the Merchants Record and Show Window is a distinction of which any window decorator may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering our Annual Contest. In years past many prizes have been won by decorators in comparatively small towns. It is the work that is judged, not the name of the displayman, nor the size of the store. Read the conditions below and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishing store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, etc., etc. Prizes identical with those in class A.

CLASS D—DRAWING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year. The prize in this class is a handsome loving cup, especially designed and engraved for this purpose. Duplicate prizes will be awarded to tying contestants.

Terms of the Contest Read Carefully

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the Annual Contest will be entered in the Monthly Contest for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the Merchants Record Company.

All photographs submitted in this competition must be fully described and must be sent us before December 31st, 1917.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the Annual Contest must be marked upon the back of each photograph as follows: "For Annual Contest," with name and address of decorator.

Points To Be Considered in Making Awards

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

SALES—Under this head shall be considered the effect of the display in making sales.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "Merchants Record and Show Window" and two window decorators of acknowledged authority.

The Merchants Record Company

431 So. Dearborn Street
CHICAGO, U. S. A.

A Cheerful Shopper Is a Good Buyer

Smiles and Smilax go together.

What **You** like to see in church and home, **Your Patrons** like to see in **Your Store.** Hence, in the happy holidays of the Fall and Winter season, the touch of green—the **Evergreen**—is cheerful, artistic appropriate and appreciated.

Beaven's

Southern Wild Smilax comes in almost any size, from sprays 2 to 6 feet long to vines exceeding 30 feet in length. It retains its fresh green color and appearance. It is real and shows it; and it is not expensive.

Order Now!
Right Now!

Southern Wild Smilax and Long Needle Pine

Smilax

The use of Southern Wild Smilax with Long Needle Pine and Magnolia foliage, gives an effect so refreshing—so evergreen—and at such slight cost, that not to use it is extravagant negligence.

Order Now!
Right Now!

If you have never used our evergreens, or do not understand their use or quantities needed, please send me dimensions of your show windows and store front, and I will be pleased to advise you.

Plan your decorations and book your orders early

Partial List of My Evergreen Specialties

Magnolia Foliage

No one knows the real Southern Magnolia unless they have seen our particular growing. The leaves are a beautiful lustrous green lined with a rich, soft brown.

You can easily work Magnolia into countless attractive designs.

"We furnish the sprays—You make the wreaths."

Packed in same size cases as Southern Smilax.

No. 1........$1.00 No. 3........$3.00 No. 5........$4.00
No. 2........ 2.00 No. 4........ 3.50 No. 6........ 4.50

Southern Wild Smilax

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50

Holly

Splendid crop for this year. Full rich leaves with lots of berries. Order early and obtain the best and freshest stock.

5-lb. box................$0.75
15-lb. box................ 1.25
25-lb. box................ 2.00
40-lb. box................$3.00
60-lb. box................ 3.50

		Each	Dozen	Per 100
LONG NEEDLE PINES As beautiful as palms in decorations.	2 ft.	10c	$1.00	$ 6.00
	3 ft.	15c	1.50	9.00
	4 ft.	20c	2.00	11.00

CHAMAEROPS PLAM LEAVES
SABAL PALM LEAVES 25c per doz., $2.50 per 100.

		Each	Dozen	Per 100
CHAMAEROPS PALM CROWNS Our native palm plants with their roots removed.	3 ft.	15c	$1.50	$11.00
	4 ft.	20c	2.25	15.00
	5 ft.	25c	3.00	20.00

SOUTHERN GREY MOSS 25-lb. sack, $3.00.

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express Rates, 25 per cent less than regular merchandise rates.

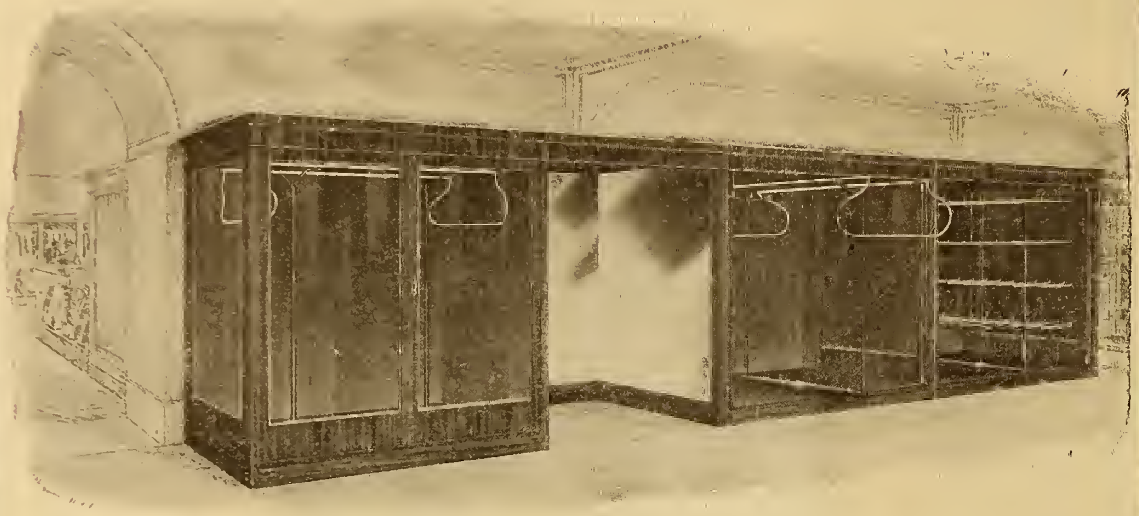
Beaven's Fadeless Green Sheet Moss, to cover the floors of your show windows, per bag of 100 square feet, $4.00

Prompt Shipment

Edward A. Beaven
Evergreen, Alabama

By Fast Freight Express or Parcel Post

The WELCH-Wilmarth LINES of Grand Rapids



Equipment That Conserves Clerks

Salespeople can double their individual sales in Welch-Wilmarth-equipped departments. No delays in displaying stocks—no hunting for this, that or the other, while interest cools—but efficiency raised to the nth degree. And economically—built on the standardized quality basis—quality supreme—it costs no more to equip *right.* Let us show you.

"Standardized Store Equipment" — which includes clothing wardrobes, mirror alcoves, fitting rooms, wall and center interchangeable units, display cases—eliminates costly special work, insures infinitely superior efficiency, better service, better quality. Illustrated and described in "Method in Merchandising." Mailed on request.

Welch Manufacturing Co. 7 Lyons Steet.

GRAND RAPIDS, MICH.

Wilmarth Show Case Co. 1524 Jefferson Ave.

CHICAGO, 233 W. Jackson Blvd. NEW YORK, 20 West 30th St. BOSTON, 21 Columbia St. ST. LOUIS, 1118 Washington Ave. PHILADELPHIA, 123 No. 13th St. PITTSBURGH, 937 Liberty Ave. MINNEAPOLIS, Hennepin at Fourth. DES MOINES, 402 Court Ave. HELENA, MONT., 106 Grand Ave. ROANOKE, VA., 212-214 Terry Bldg.

MERCHANTS RECORD AND SHOW WINDOW

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DECEMBER, 1917

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DECORATIVES—THEIR USES

Just A Hint Of What Display Men Should Know About Colors, Decorative Emblems And The Proper Use Of Same—The Great Importance Of Flowers

C. J. Nowak

EMBLEMS and designs can be used in two ways; first as a decorative accessory in connection with some certain style or period; second, in strict accordance when any one symbol or emblem which forms a part of that particular decoration. Great altitude, as a rule, is often allowed, but along well defined limits which may be historical or otherwise, but not to such a degree that the connection may be entirely lost, so that such details would detract from the artistic value of the whole. Great care must be exercised in the judicious selection of emblems, designs or motifs so that the decorative scheme one intends to carry out is appropriate in its use. Attention to details is really the making of any certain or important decoration.

Decorations, as a rule are used to add beauty to any certain piece of work and to appeal to the artistic sentiment of the onlooker and in order to succeed in doing this, it is necessary that the decorative emblems, divides and colors are suitable in their use.

Decorations, symbols and devices in their early years were symbolic and should be so used by the display man in his present-day work. The early sculptures and paintings of the first great artists related principally to religious and political subjects in many forms. The use of flowers and animals and various objects had their special meanings. Even colors had their value, each having a special distinct meaning. Egyptians, as well as Greeks and Romans developed decorations and their fine details to an extraordinary degree. Private homes, dwellings and public buildings were all beautified in this respect. So the desire to appeal to the mind while pleasing the eye has come down through the ages to our own day and many of the conventional ornamentations which are now in use by no means carry out the meanings they ought to, and in many instances are used for ornamentation rather than for the intelligence they should convey.

Decorative motifs are arranged usually in the following group. First, religious, ecclestical, national, etc. Where a decorative scheme has been designed with a definite aim in view, such as portraying a certain period, accuracy is absolutely necessary in carrying out the details. Form, proportion and color all require careful consideration.

In the early days, color was as important as emblems and devices, each color having a special meaning. As an example: Imperial Roman purple was reserved for the Caesars alone. Such buildings as temples and royal chambers had the ceilings painted blue, thus representing the empyrean—or vaults of Heaven. Gold represented wealth, and the color of the sun was used as a religious color. Red was the color of the great war god Mars, which represented floods, war, therefore carnage. In the nobility and in heraldy it was regarded as the military color, but it also represented one of the four primary elements, fire, therefore flame, and as a result the flame was the symbol of the soul or life. Its tendency was to mount upwards so that the color of the flame stood for fervor, aspiration. It was also the color of martyrdom and, generally speaking, a joyous color, the ripeness of autumn. While red represents fire and flame in the abstract, these have special forms in art which have been handed down from the earliest ages.

Blue dedicated to Jupiter represented the nature of the elements, water. It was the natural symbol of the sky, it represented the vaults of heaven and stood for hope and holiness and physical color.

Yellow and gold represent the sun, summer, power and wealth. White and silver that of the

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moon and represents the third of the elements and also is the color of virginity, and childhood period. Green dedicated to Venus is symbolic of spring, vegetation, fertility, youth and love.

Black dedicated to Saturn, the great ruler of the underworld, stands for the fourth element of the earth, it represents winter and mourning. Purple dedicated to Mercury, the messenger of the gods, represents majesty and dominion. Rose was the color of girlhood. Violet the color of widowhood or half mourning.

Early records of art seem to have first concerned themselves with the representation of beasts rather than of men, finally developing into trees and vegetation, which play a large part in symbolism. Among the sacred trees are the pine, fig, pomegranate, the olive and the vine, and are emblems of love, breath, growth and death. From this idea springs the genealogical or family tree, which represents a growing upwards or an expansion.

As a sacred emblem the vine nearly always takes a conventional form, with its large leaves and conspicuous tendrils with bunches of grapes in pyramid form which hang from the branches just under a leaf. The pomegranate is treated much in the same way, but has no creeper like the vine or tendril and is a symbol of fertility and is of high decorative value like the vine and is admirably adapted for covering large, plain or broken spaces.

The olive, as a rule, is represented by branches and is the symbol of peace. Orange trees are employed as a symbol of plenty. The pine tree is symbolic of fertility. Palm represents victory or triumph and is profusely used by decorators. Poets and musicians as well as victorious warriors are shown in decorations with a wreath of laurel. The myrtle is usually chosen as a mark of tribute to victors in public games. If employed as a decoration it is treated as a bush. The oak is used frequently in ancient as well as modern decorations and is associated with conquerors on the sea and is used both pictorially or conventionally as a war decoration in connection with the acorn for border effects. Willows, with their graceful branches and long pencil leaves, are regarded as emblems of mourning. As a tree it is little used in decorations, but the long, light green leaves are used many times for border effects. The aspen is also used to denote mourning, while the cypress is also in this category, but being evergreen also means immortality. Ivy is associated with conviviality and represents friendship, due to its clinging tendency.

DISPLAY BY JACK CAMERON FOR HARRIS-EMERY COMPANY, DES MOINES, IA

YARN DISPLAY BY BEN J. MILLWARD FOR MANNHEIMER BROS., ST. PAUL, MINNESOTA.

IMPORTANCE OF FLOWERS

Most any variety of flower has been pressed into service by artists, but in the old school each has its special symbolic value. In this respect we call them to attention as follows: Foremost among flowers is the lily tribe, symbolic of virgin-period both in form and color. The lily is represented in many various shapes in decorations. Lilies invariably should be pure white or silver, as it is a mistake to paint it any other color if it is to have a symbolic value. The lily of the valley is used as the religious symbol of purity and is usually shown in small clusters with green leaves. Water lily is next in value, which rightfully is known as the lotus. Its flower is blue in Persia, red in India, and white in Egypt, and is associated in art with the idea of plenty, as the lotus has a double seed bud which was of value as food to the primitive races, but its great attraction was that its flowering was associated with the coming of rain and crops and is the meaning of plenty. The lotus also is shown in many various forms in artistic decoration in Egyptian, Grecian and Roman architecture.

The fleur-de-lys is the heraldic interpretation of the iris and is associated as a religious emblem and is the old badge of France, having been connected with a long line of kings. Of all symbolic decorations the fleur-de-lys is of inestimable decorative value and is to an astounding degree without loss of character, balance or beauty. Its possibility of treatment and adaptation to all styles makes it of unequaled usefulness. The fleur-de-lys may, of course, be in any color.

Roses are probably one of the most popular floral subjects in decoration. Broadly speaking they stand for summer, for joy and merriment. In the earliest styles of decorations, the rose was associated with public triumph, festivities and private hospitality and as a symbol of secrecy, as it was not right to repeat what was said under the rose. The rose is also dedicated to religious art and is generally the flower of persons named "Rose." The flower itself appears in a truly bewildering variety of forms too numerous to comment upon.

Daisies are used in many forms. We have common field daisies, also the large Marguerite, white or yellow chrysanthemums and sunflowers, which all belong to the same family and are often regarded as symbols of the sun. The field daisy is usually associated with childhood and its decorations. The Marguerite is the flower of those bearing that name, and as a decoration these flowers can be treated both realistically and conventionally. The poppy represents night and sleep and it is also a flower of secrecy and is treated in various forms in reproduction.

RELIGIOUS AND ECCLESIASTICAL SYMBOLS

Probably the most numerous class of such symbols are derived from the plant world, the vine, the pomegranate and the fig tree, and palms.

Most of the flowers, the lilies and roses are treated as single specimens, but most any of the above can be treated as bush or creepers.

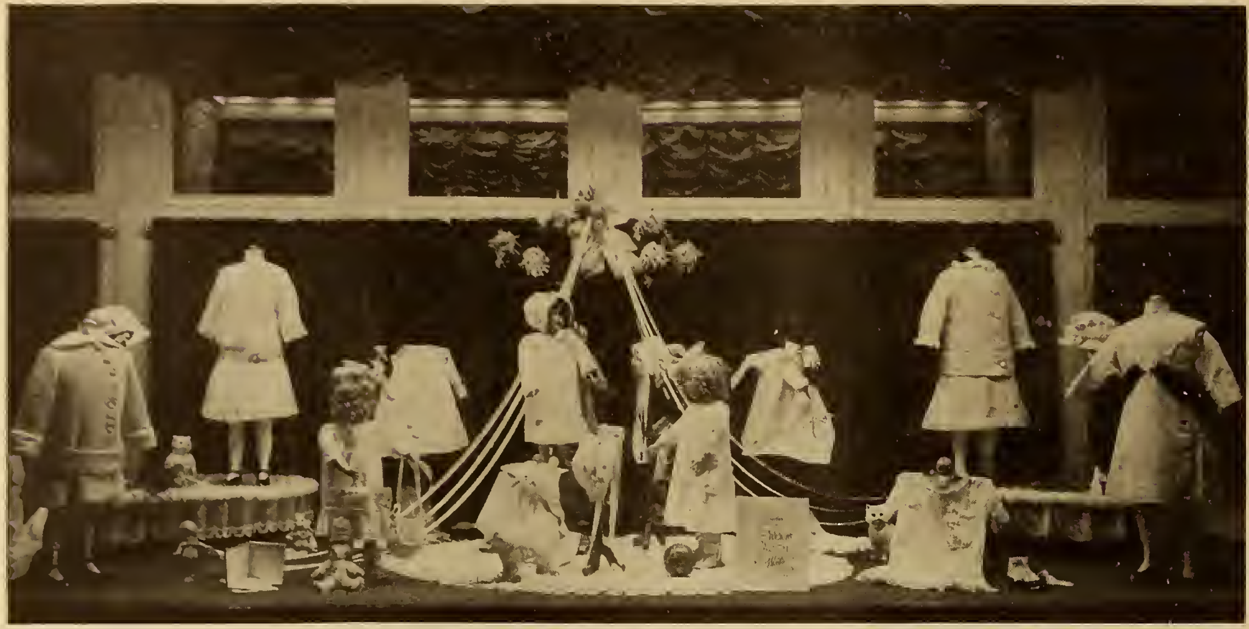
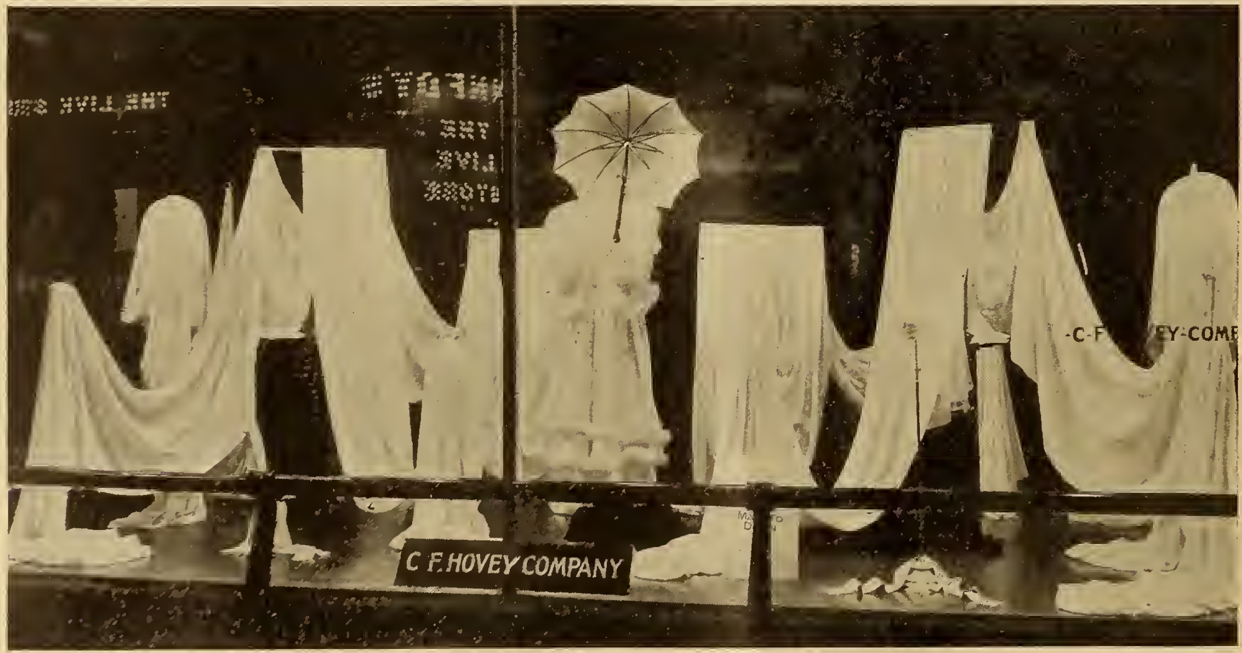


Plate No. 4396. Display of Children's Winter Wear by H. H. Heim for The Marston Co., San Diego, Calif.

The background of this unusually fine display of baby's wear was of permanent gold plush, in the center of which was placed a mirror. At the top of the mirror were pink chrysanthemums, circling around a large bow of pink ribbon and in the center of which stood a kewpie doll holding ribbons, draped to other kewpie dolls. The floor was covered with gold carpet, in the center of which was placed a white felt oval mat edged with white fur and lace. The plateaux at either side were finished in the same manner. Note the sign reading "Children's Wear for Winter."

Every profession and trade has its special attributes and have been given pictorial expression by the oldest decorators, such as the scales for judgment, a sword for punishment. A bundle of rods tied around an axe represents a symbol of civic power. Maidens are represented by Hygeia, goddess of health. Snake represents wisdom. Music is represented by various harps and lyres, sometimes accompanied by a swan. Agriculture by the horn of plenty held by the god Demeter.

The foregoing is but a hint to impress upon the display man the many important details of his work that are very often overlooked or used inaccurately, and for that reason are called to attention.



WHITE COTTON GOODS DRAPE BY F. B. WALDO FOR C. F. HOVEY COMPANY, BOSTON, MASS.

PROGRESS IN STORE FRONTS

Merchants Allowing Liberal Expenditures For Store Front Construction— Backgrounds Also Have Shown Their Share Of Advancement — A New Background "Stunt"

R. H. Heimbach

THE most visible progress that has shown itself during the past four years in the display world has been the adoption of modern store front construction by the "small town" store. By small town store I include all except those located in the twelve largest cities. Certainly great improvement has taken place in these also, but not so marked in comparison to the former.

Merchants are "loosening up" on expenditures in this direction at a rate that at times staggers the observer who had long since given up all expectations for any improvements. This sudden reformation has been due to a number of causes, prominent among which is the part played by the Boards of Trade in many of the towns. It is an agreed fact among traveling salesmen and business men that a town's aggressiveness is measured in no better way than by the impression made by its store fronts. It is evident, therefore, that while the motives for these boards of trade for promoting "Dress Up," "Style Week," "Window Contest" campaigns, have been to stimulate business and inject city pride and enthusiasm in its citizens, it has nevertheless been a compelling force in convicting the owners of ancient store fronts, many cases of which have had the desired third degree effect on their attitudes in the favor of remodeling.

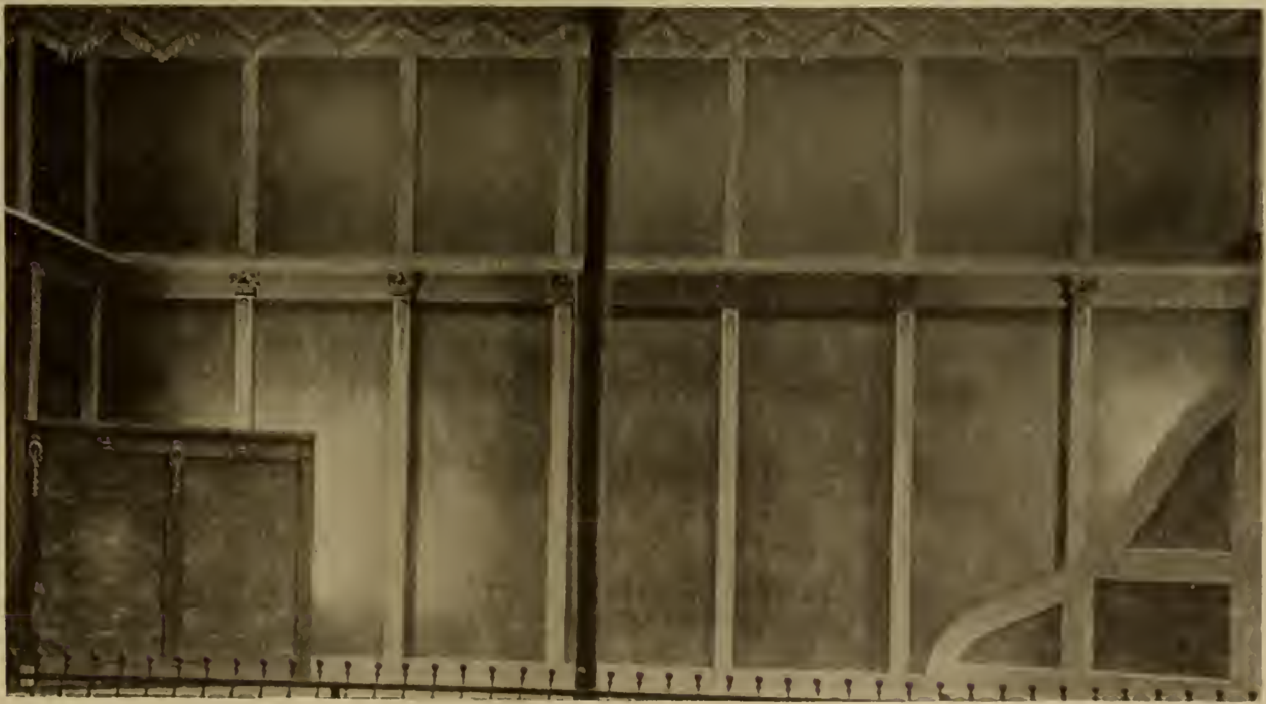
The prosperous era merchants generally have been experiencing has unlocked the last door to the expression of their long-nursed ideals in store-front ideas which has probably been the strongest factor in producing this sudden new trend.

The introduction of numerous new ideas is interesting to note, especially the inviting arcade fronts with their walls of glistening glass which have met with such popular approval from the observing public.

The backgrounds have shown their share of advancement also, and it may be noted that in connection therewith that hard woods have developed a strong lead, it being safe to say that 75 per cent of the newly constructed store fronts have had hard woods installed, which should be conclusive proof of the practicability of their use. It must be admitted, then, to be the most appropriate background for displaying the numerous varieties of merchandise up to the present day. While the usual type of hard wood backgrounds as installed by department stores generally, can hardly be branded as extremely expensive, the evidence often reveals itself by the appearance of "other peculiarly insalled backs."

It was in view of these facts, together with the requirement of a temporary back to suffice in anticipation of a new front, the plane for which had been started, that led to a search of the possibilities of an imitation hard wood background. While it was found that at the present day many hard wood papers and cardboards were to be had, the kind really suitable for this use were not so plentiful. The imitation Circassian walnut design chosen for the panels are almost beyond detection even on a "close-up."

The panel strips, cornice board and shelf were covered with imitation quartered oak paper, while the



carvings were imitation wood. All materials necessary for the construction of this background were purchased from advertisers in MERCHANTS RECORD AND SHOW WINDOW.

We installed ninety running feet of background paneling in our windows at an exceedingly low price, as with my assistants we were able to do the work ourselves, being simple to execute. A better and more permanent effect could be obtained by using real hard wood for the pilasters or panel strips and cornice, and staining them to match the Circassian panels, at a small increased cost, which would be worth the difference for a permanent job, as was done for an experiment on the divider on the left. The divider on the right was made to match the background shown in this photograph.

A strong light was placed behind each divider to obliterate the shadow under the shelf in the back, in in order to better show the construction of the corner shelf supported by the pilaster capitals. The lights, however, spoil the general appearance and richness the background otherwise would show. This shelf was made detachable by using screws and when not wanted a three-inch strip was used instead, to give it the same finished effect.

In conclusion, I wish to say that I am convinced that the efforts in this direction have awakened possibilities which could be entertained and further developed for numberless users and needs that many display men refuse to consider, because of their abhorrence of anything that is imitation in this respect.

I will gladly explain any question concerning the construction of backgrounds and displays reproduced in connection with my article.

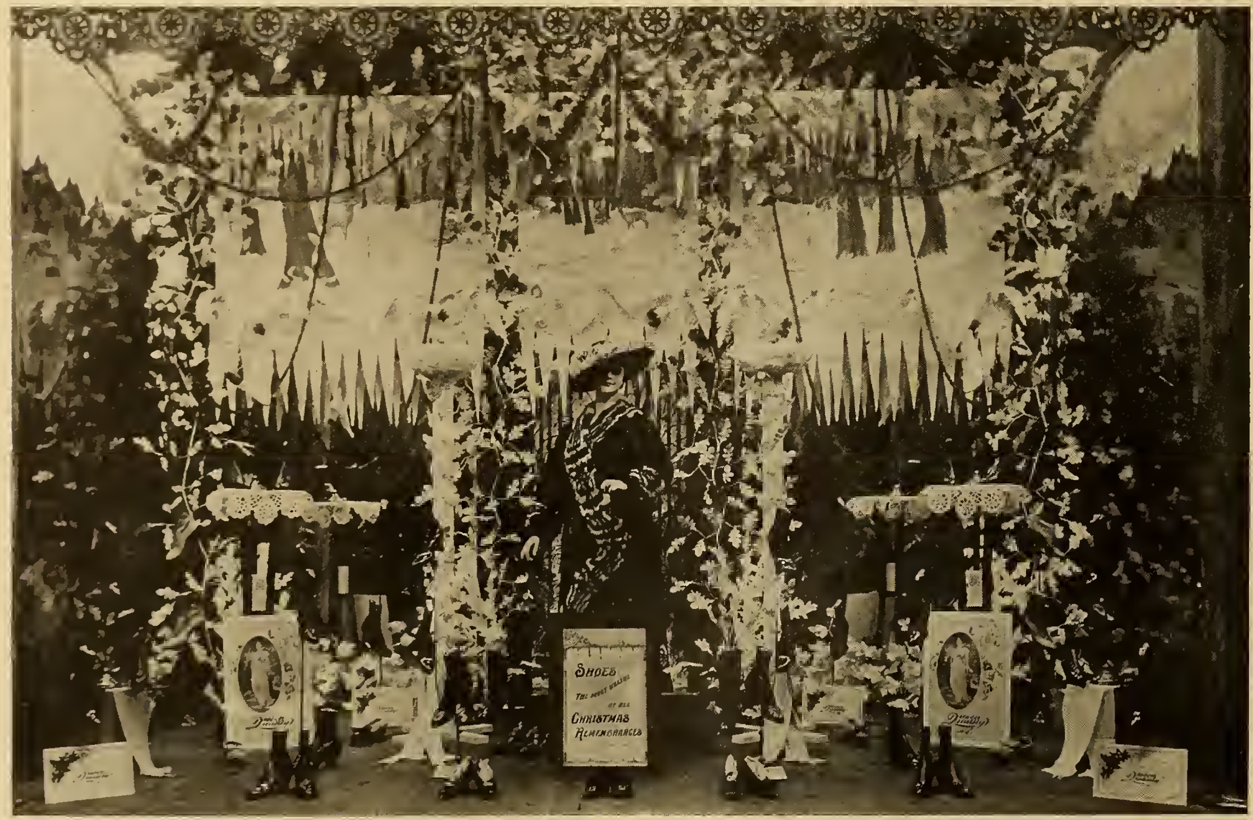


Plate No. 4397. Christmas Shoe Display by E. F. Swank for Louis Bischof, Crawfordsville, Indiana.

The background of this very attractive display was formed of large mirrors over which were beautiful Christmas paintings with icicles hanging from the frames. Around these paintings were white rambler rose vines and red roses. Suspended from the frames was red and green wood-fibre roping and in front were placed two fancy lamps in bowls covered with white leaves. The bowls stood on pedestals five feet high. The figure in the center was unusually well posed and the arrangement of the merchandise was excellent.

PROPER TIME TO BEGIN

IT is pleasing to note the interest and enthusiasm of New York manufacturers and display men regarding the 1918 convention of the I. A. D. M. which will be held in their city July 8, 9, 10, 11. At a recent meeting of the Store Equipment Manufacturers' Association matters pertaining to the next convention were discussed and plans outlined. A committee from the organization has been appointed to act in conjunction with the Program and Entertainment committees, all of which shows that New York will give us "some time."

NOTES FROM NEW YORK

Appropriate Displays For Horse Show—Lord & Taylor's Showing Of Dress Trimmings—Wanamaker's Gets Early Start On Christmas Business—Merchants Continue To Work Hard Striving To Prevent Waste

F. F. Purdy

THE Horse Show, which was held November 12 to 15 last, received more attention than ever from New York merchants because the entire profits went to the Red Cross. Most of the Fifth avenue stores during the preceding week had displays appropriate to the coming event. Altman's had evening gowns and smart riding suits; Franklin Simon & Co., a fine corner window with riding costumes, photos of hunting scenes, etc.; Lord & Taylor, a stretch of evening gowns; Best & Co., evening gowns suitable for the Horse Show, with a few miniature horses mounted on small grassy mounds and accompanied by riding crops and other accessories.

Franklin Simon & Co. at the same time had the remainder of their stretch aside from this corner devoted to displays of the needfuls of the boys on the other side and who are going. Every merchantable commodity adapted for their use was shown, including the sleeping bag used for various other purposes, the new life belt worn with the vest; clothes, belts, toilet outfits, brushes, and a variety far too numerous to mention. The goods were excellently displayed, and the public was reminded of the necessity of sending Christmas presents for the boys on the other side by November 15 if their receipt before Christmas was to be assured.

Lord & Taylor had a beautiful window for their iridescent dress trimmings. It occupied the window that is raised in front of the entrance at night, and it was just such an exhibit as to be most beautiful at

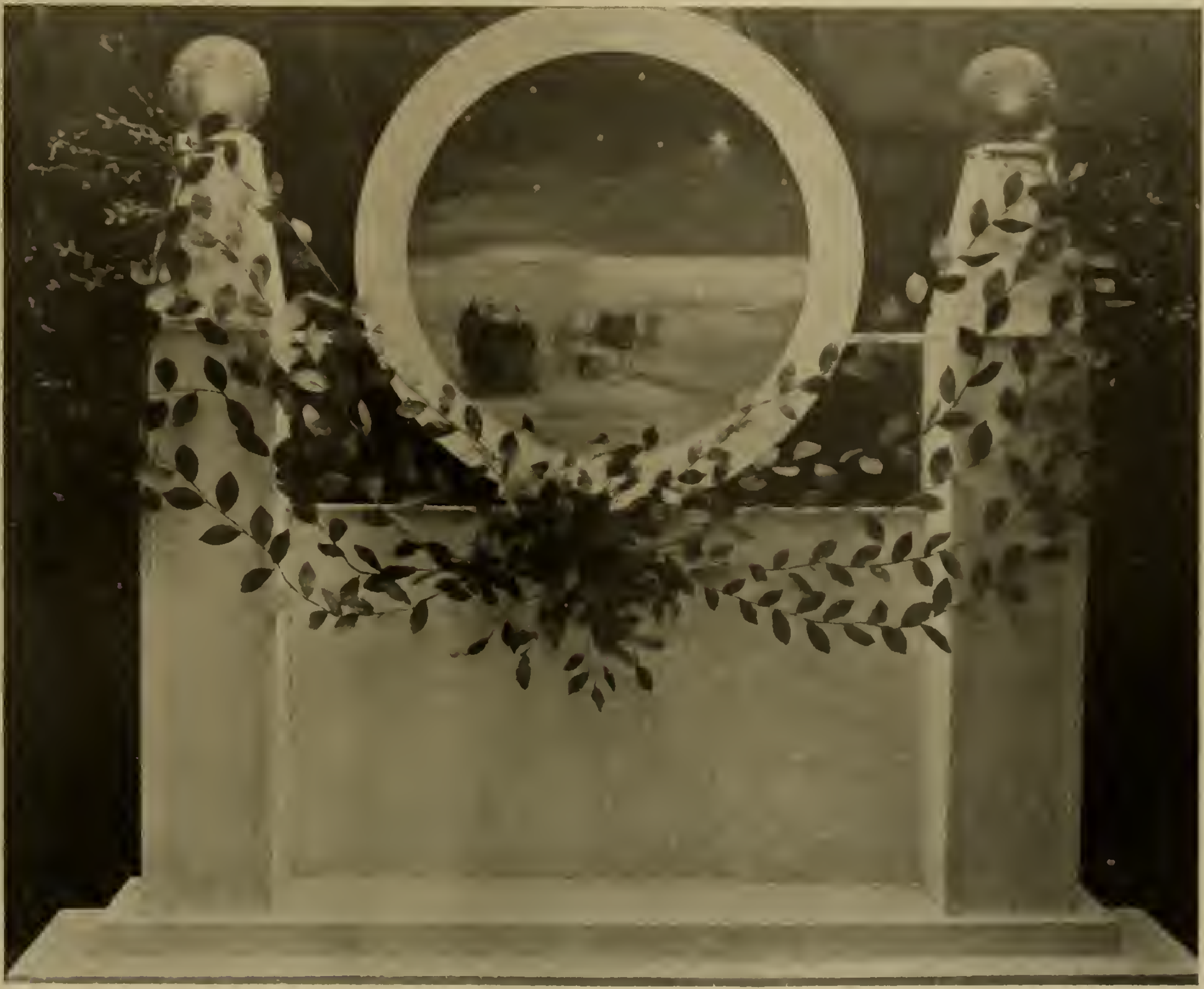


Plate No. 4398. Christmas Setting by Wm. A. Carroll for Anderson-Dulin-Varnell Co., Knoxville, Tennessee.

This setting was used in a series of windows and was made from composition board with diamond dust sprinkled over all. The oil painting showed the Wise Men of the East arriving at the outskirts of Bethlehem. The "Star of Bethlehem" was illuminated by a three-watt light. The star was made doubly impressive by the effect of the two lights on either post. One light, the one near the star, was red, giving a bright effect to the city in the distance, while the green light near the Wise Men gave a semi-dark effect. The foliage was red and harmonized perfectly with the glow of red light and the painting on the background.

night. The background was specially adapted to the display—a painted marine view, which is retained in place for several months, according to the present Lord & Taylor plan for their backgrounds. The waves of the ocean were exactly the setting for the iridescent trimmings, which were hung in front from rod at top, to the floor, and glistened in the light. On the floor, running over small stands, were combinations of malines and the iridescent trimmings, while in the center was a feminine figure showing up in real use these handsome materials. The color scheme was Nile green, and doubtless as a suggestion of the slight Egyptian influence in the garb, the feminine figure held in her hand the asp, "a la Cleopatra," which was appropriate to the predominant hue.

JUDGES AT CARNIVAL

Mr. Frankenthal, of Altman's, and Mr. Trewhella, of Best & Co., were over in Jersey City a couple of nights the first part of November judging another lot of exhibits put in on the occasion of a carnival given by the enterprising Jersey merchants. The affair pertained specially to Monticello avenue, a newer shopping district. The foregoing gentlemen awarded the prizes in the window dressing contest to the LaMode dry goods store, first; Clark millinery store, second; and Spingarn furnishing store, third. On one night the Business Men's Association, which promoted the affair, gave a dinner to the City Commissioners, with the Mayor as the guest of honor, and which was attended by Messrs. Frankenthal and Trewhella. Another day was "Bargain Day," when souvenirs were given to every purchaser. Prizes were awarded to school children writing the best compositions on the event. Perhaps the chief feature was a masquerade parade held in commemoration of Hallowe'en, when there was a parade of thousands in fancy costumes. While this was in progress the judges of this phase rode up and down in automobiles, taking note of the costumes and subsequently awarding prizes for the most novel among them, both to the young women and young men.

DISPLAY OF FARM PRODUCTS

Word comes of an interesting event in Utica in which display managers William J. Branton, of the J. A. Roberts Co., took an important part. It was an exhibit, held in their banking office, by the Citizens' Trust Co., of Utica, of the farm products of Oneida county agriculturists. The display was conceived with the idea of bringing to the attention of the people the great variety and quality of the products of the fertile Mohawk valley. Mr. Branton had a number of handsome booths, and farm products and autumn leaves were used in making them attractive to the eye. On the balcony was a tableaux showing a farmer and "farmerette" loading hay. On the left was a reproduction of a fighting top of one of our superdreadnaughts with a sailor scanning the waters looking for German submarines. To the right one of the marines was wig-wagging news to a companion. Governor Witman viewed the exhibit, which demon-

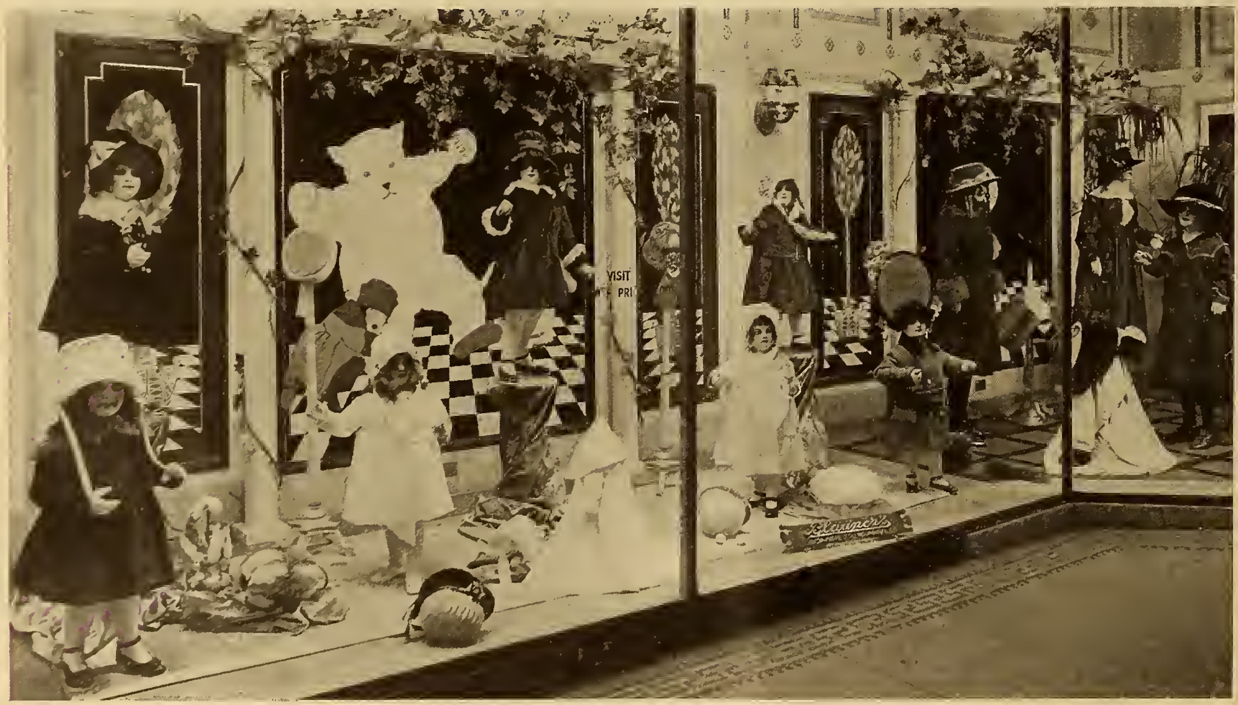
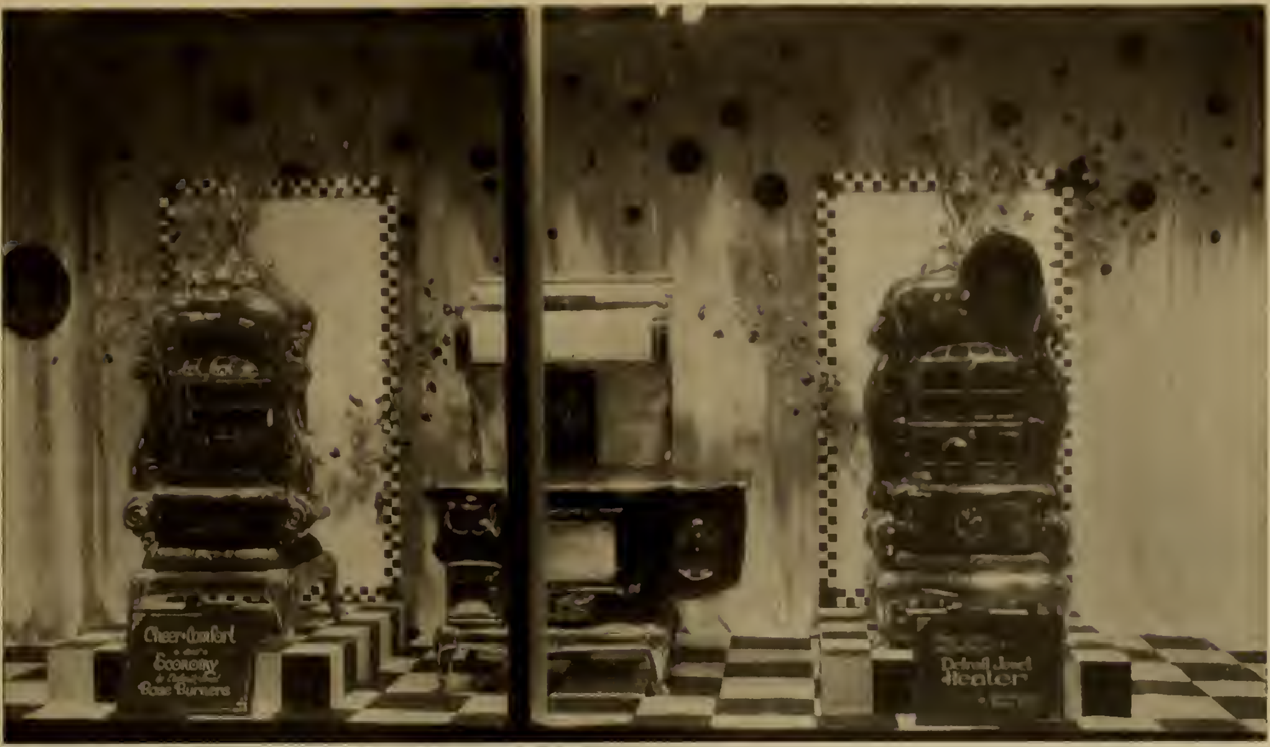


Plate No. 4399. Children's Display by L. A. Fifer for Blauner's Store, Philadelphia, Pa.

The background and panels were covered with light blue velvet against which was a painted cut-out of a white teddy bear and a "kiddy" holding fast to teddy's leg. In the smaller panels were cut-outs of potted trees. These cut-outs were highly colored. The floor coverings were of pink silk velour. Artificial grape vine and natural palms were used. This made a very attractive display and was equally popular with mothers and "kiddies."



HEATER DISPLAY BY ARTHUR W. LINDBLOM FOR NEW ENGLAND COMPANY, MINNEAPOLIS, MINN.

strated the need of food conservation, and showed various kinds of munitions of war, in addition to the farm products of Oneida county.

B. Altman & Co. put in an entirely new background of wide panels of a light champagne hue of self-color design, with carpeting of the same hue, but in solid color. The background is of fine satin damask. The ample width of each panel constitutes a light contrast to the exhibits of merchandise in front which brings out their effect more strikingly.

Mr. Hopkins, at Gimbel's, brought out his holiday display of toys on the fourth floor, and the Santa Claus carnival on the eighth floor the Saturday before Thanksgiving, which will give this house a week or

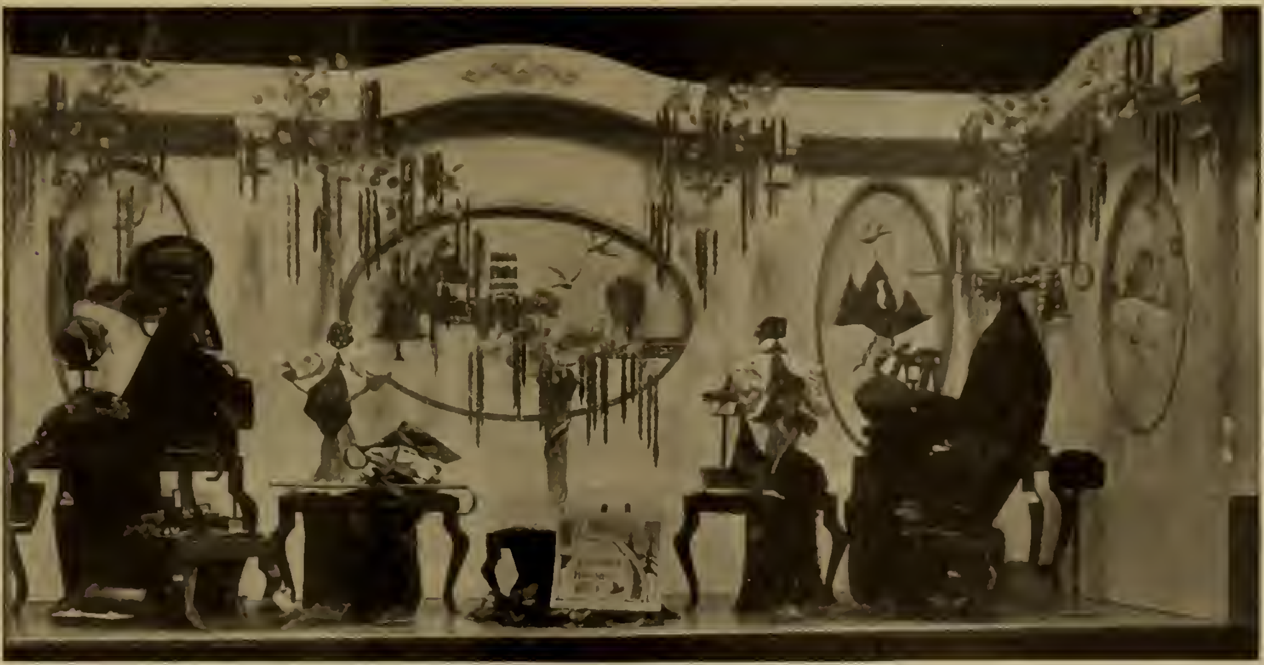


Plate No. 4400. Holiday Display by A. C. Swanson for Anderson Bros., Clothiers, De Kalb, Illinois.

The background of this neat display was of composition board painted white. This background was ornamented with beautiful Christmas scenes, executed in Alabastine and water colors. The cards were airbrushed. The wood carvings adorning the background were airbrushed in gold. With the exception of the smaller pieces, the fixtures were old English Mission. Blue Fox-tails were used as flower decorations.

so longer time for featuring their Christmas toy business. The fourth floor toy department is brightened by huge figures of fairy and Christmas heroes jutting out from tops of columns. On the eighth floor Santa Claus reigns and there are the usual concomitants of a gay time for the children. Most of the other stores here brought out their Christmas displays right after Thanksgiving, and in conformity to the practice of the past two or three years, a great deal more attention has been given to the setting of the Christmas pageants, to bring out the largest possible number of visitors and shoppers. At Gimbel's the store was decorated with red ruscus wreathes and Christmas bells.

DRAPE BY HERMAN FRANKENTHAL

A number of timely windows were brought out here last month, right in line with current patriotic effort, including a display encouraging the use of dehydrating apparatus for drying and preserving fruits, for saving coal, food conservation, etc. The Gimbel buyers still hold their weekly meetings, a recent gathering being addressed by Sergeant Arthur Guy Empey, author of that popular current work, "Over the Top."

WANAMAKER'S GETS JUMP

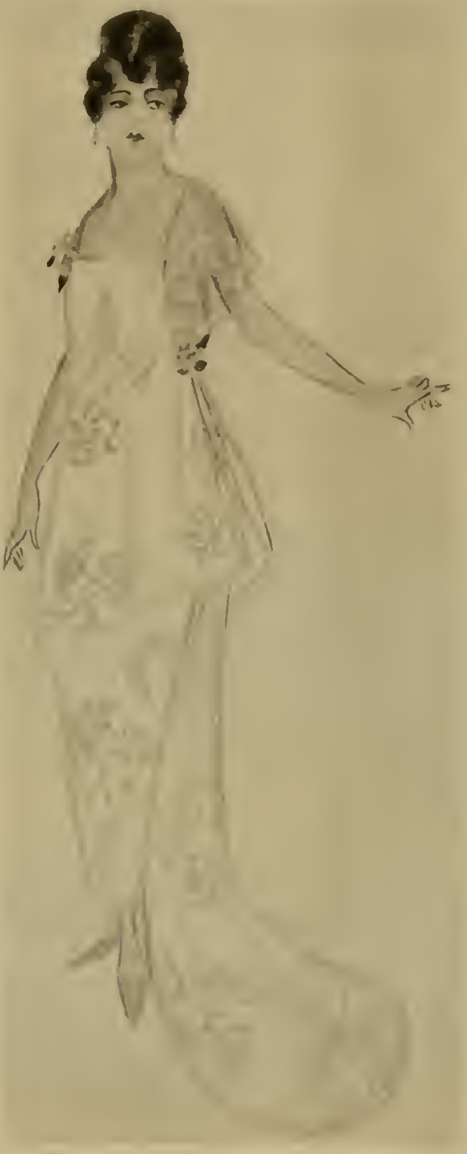
Wanamaker's was the first house to start in the big Christmas toy exhibit, and came out Saturday, November 10, with the most elaborate showing ever made along this line by the house. 10:30 was the hour for formally starting the affair, and there was a procession headed by Santa Claus, marching twice around the rotunda on the fourth floor, which is given over to toys. Following Santa Claus was a collection of clowns, Jack-and-the-beanstalk, bears, Little Red Riding Hoods, Humpty Dumptys, monkey riding a horse, etc., the various participants being employes of the store, and acting their parts well, to the joy of the expectant throng who had come to see the fun. Then Santa Claus took his seat on a kind of throne on the far side of the rotunda, covered by a beautiful canopy, leading up to him being a finely designed walk gently leading up to his seat, and then down. The first day he pressed a little souvenir gleefully into the hand of each of his hundreds of young visitors.

The setting of the show was highly ambitious and successful. There was a great moving scene on one side of the rotunda, blue sky full of stars, and everything moving below—a city full of minarets, stores, houses, etc., with laughing heads coming up alternately out of two adjacent towers—procession of soldiers seen constantly marching around distant battlements—scores of blocks each bearing a letter of the alphabet and illuminated within, the current going on and off various sections of the blocks—palace of sweets with a man stirring a big pot of candy—a see-saw in Iceland going all the time—over everything, by the way, Cupid flying a kite which bore a glad face of a gnome, while tail of kite was a string of lights—to say nothing of numerous other features imbedded right in the same panorama, which was great and sufficient in itself. But aside from this there were a couple of big elephants in a cage, and at top of the various columns was a square arrangement surrounding each, on two sides of which was a Humpty Dumpty that automatically every minute started mechanism that elevated or depressed a gnome or gorgon or fairy or some big feature that made the children laugh. Thus Wanamaker's got a flying start on Christmas business, and a season ranging from November 10 to December 25.

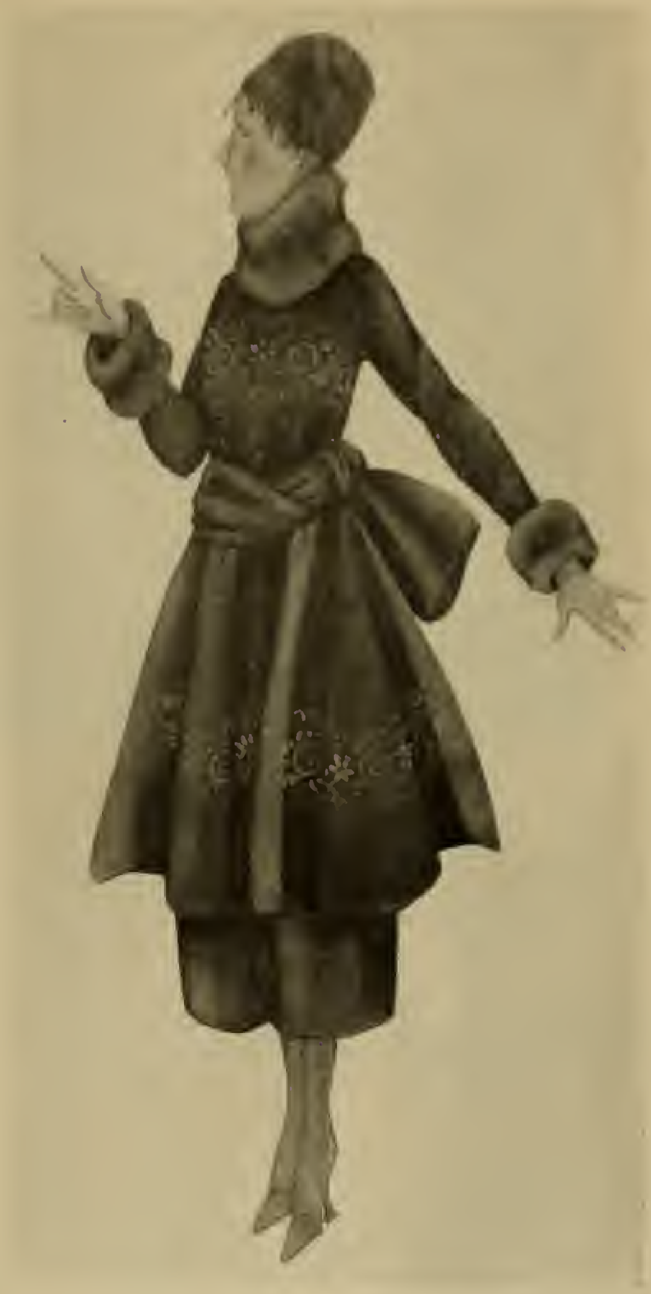
Greenhut's had their Christmas opening the Monday before Thanksgiving, November 26. There were approximately 5,000 red, white and blue lights used on the main floor and toy section on the third floor, rear, the national colors alternating in the lights. Several units were used in the arrangement of which the American colors were intertwined with holly and

Christmas greens. Immense Santa Claus heads were at top of each column in the toy department. On the main stairway for the benefit of the crowds on the main floor were two huge stucco gnomes each holding a large banner calling attention to the toy department on the third floor. The handkerchief section had an immense arbor which spanned the entire section with gigantic arches. In the center were great illuminated globes, from which strings of red bells depended. A special feature of the toy department was Santa Claus' headquarters at the North Pole, with life size reindeer and all the trimmings. This, however, had fine immediate commercial possibilities, for it was the scene of a photograph gallery where hundreds of photographs have been taken.

The leading merchants of New York last month began an effort well calculated to fix public attention on the necessity for co-operating to stop the shocking waste that constantly goes on in department stores, and which should be stopped as a patriotic measure. Page advertisements were carried in the daily papers, bearing the signatures of thirteen of the leading firms, featuring this rule, that some time ago was adopted by the merchants signing the ad.: "No goods will be received for credit or exchange that are not offered to us within seven days after receipt. This rule does not apply to merchandise that is sold on a strictly non-returnable basis for sanitary or other reasons." The public are urged to "Return as little as possible," to "Take small parcels with you," and to "Shop in the morning hours," the latter injunction being emphasized because shopping in the morning tends toward a saving in labor, as then the clerk's time is all profitably occupied, savings in material by the avoidance of errors made in hurried purchases, etc. Shoppers are further urged to avoid asking for special deliveries, as they require additional men and equipment.



DRAPE BY HERMAN FRANKENTHAL



DRAPE BY HERMAN FRANKENTHAL

Charles DeVausney still keeps that series of patri-

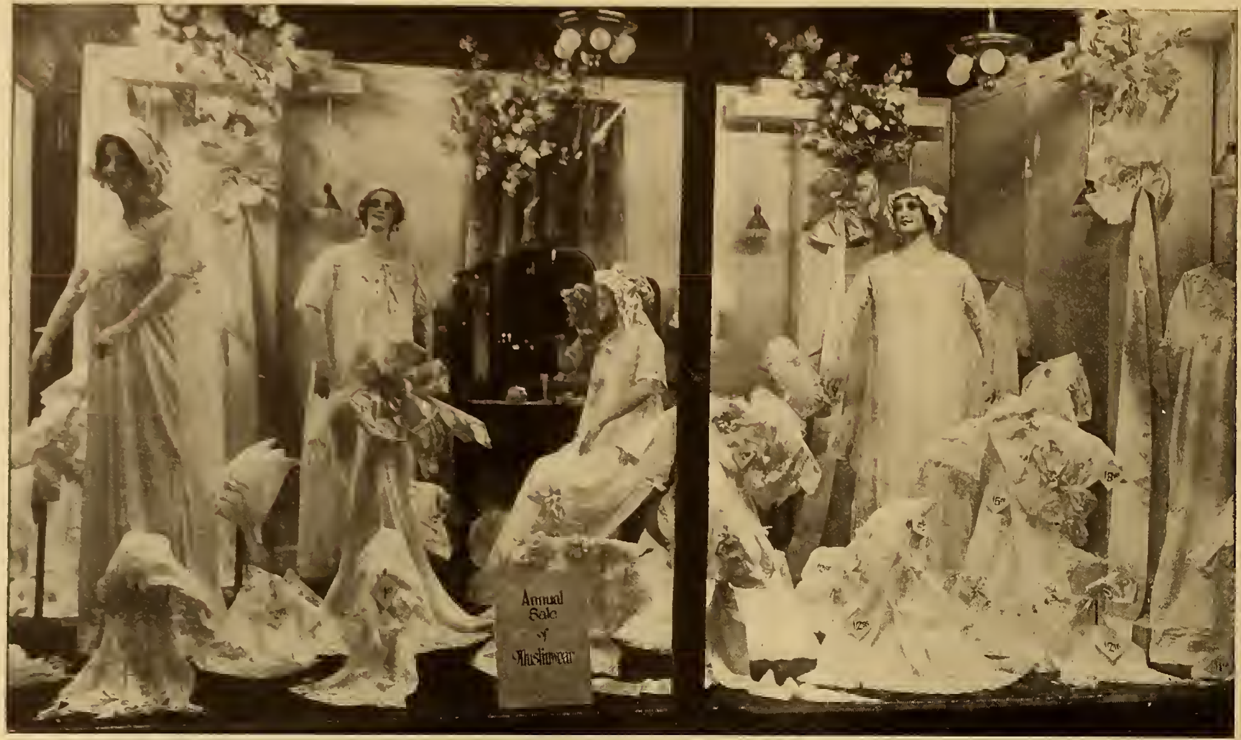


Plate No. 4401. Muslinwear Display by Chas. W. Morton for Weinstock, Lubin & Co., Sacramento, Calif.

The color scheme of this display was in various tones of pink. The muslinwear was of a light shade of pink while the foliage, ribbons and electric light shades were of heavier tones of the same color. The background was made of composition board and given a light tint to harmonize with the goods displayed. Plush velour covered the floor, and a deep pink piece of plush depended from the top center of background. Excepting those pieces shown on the forms, all materials contained small, neat price tickets.

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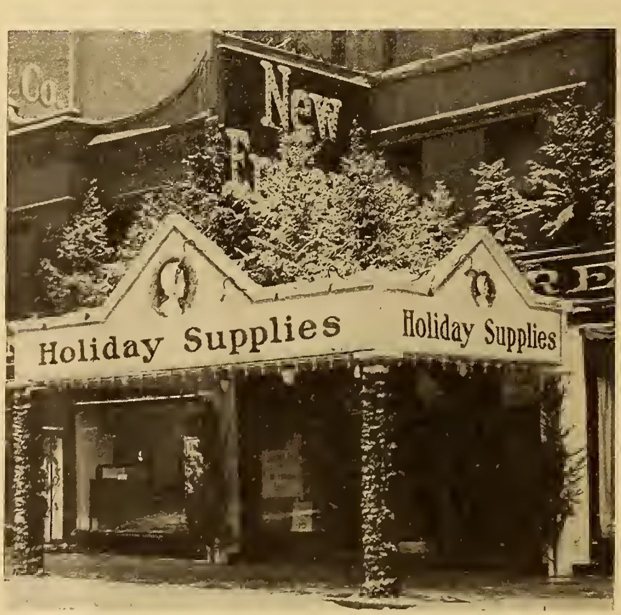
otic displays going in the arcade window of Namm's, Fulton street, Brooklyn. This series was started several months ago, six months or more, but still they come, without a hint of change or discontinuance. There have been naval windows, aviation windows, machine guns, cannons, mines, torpedoes, submarine exploitation, Red Cross, Food Conservation, celebration of troops leaving Brooklyn, exhibit of the tribute of the Belgians, consisting of a large number of decorative articles sent to the Belgian Commission, from whom they were borrowed for Namm's windows. If the latter would have fitted into the plans of Manhattan houses for display, this Belgian collection would have attracted great attention. Anyway, Mr. DeVausney got hold of these goods, showed them up in Brooklyn and made a big hit with them. It must be a strenuous job to get all the big articles together that are often shown, and that we understand have required the removal of a pane of glass. But that is a mere detail when results are wanted. The only question is regarding the policy. Mr. DeVausney and his chiefs think it is exactly correct, and no doubt it is, for it is no secret that Namm's has been a strictly popular-price house, to say the least, and not to be mentioned in the class of Loeser and A. & S. But these exhibits, with ambitious merchandising and advertising plans, are accelerating a change, possibly a revolution, which is under way, to which the display management is contributing with an enthusiasm that is contagious with the public. Another recent policy of Namm's was to provide at cost or less, in connection with the Brooklyn Eagle, the wool necessary for knitting of sweaters by the women of Brooklyn for the boys of the National Army now at Camp Upton that have been drafted from Brooklyn.



ENTRANCE DECORATION BY ARTHUR W. LINDBLOM FOR NEW ENGLAND FURNITURE & CARPET COMPANY, MINNEAPOLIS, MINN.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

This Department Conducted by G. Wallace Hess

LAST month I wrote of the student who expected too much of the school—too little of himself. This is a common and, in a way, excusable error, for as soon as we learn of a person who is skilled in any line we are liable to become imbued with the idea that if we could rub elbows with that chap we could learn the way he does things in a hurry.

A good instructor can show you or tell you how to do things—you must learn how to do them by careful, intelligent practice. That old sentence in our copy-books that "Practice makes perfect" was a fallacy. Only careful and intelligent practice leads to perfection.

Take twenty students in a classroom, tell them to start making numerals two inches high for an hour—go around in twenty minutes and eighteen will be making each figure a different size and most of them will be nearer six inches high.

Give others six or eight different colors to make "fancy signs" and they are as happy as a kid with his first sled when the first snowstorm comes. Neither type will get anywhere.

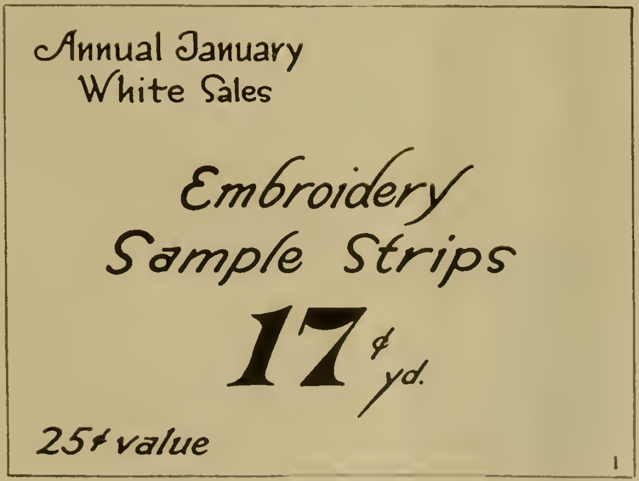
A few months ago in a chance talk with Mr. Nowak, I asked him what he thought of correspondence instruction. He replied, "It is all right, but it is disheartening the slovenly manner in which most of the practice comes in."

The latter part of August or early in September of this year, I spoke of old days with Mr. Bond, whom many of you will remember as being the head of a school in New York City some years ago.

We got talking of cardwriting. I hazarded my opinion that a person past thirty-five had no license to take up cardwriting unless he had very limber fingers. Mr. Bond said, "Yes, I felt the same way, but one day an old civil war veteran called at my office. He was sixty-three. Wanted to learn show-card writing. He was a bookkeeper getting twelve dollars a week. The firm had signs made outside. He had spare time. If he could learn to make them he could get seventeen or eighteen dollars a week. I advised him against it on account of his age. He said, 'Well, if I am willing to put my time and money against your experience as an instructor I don't see what it matters to you.' He persisted—I enrolled him but gave him no encouragement. He went to work and did as he was told and some months after he came to see me and thanked me—he was getting his seventeen per."

After all, it all depends upon the "man behind the gun"—or the brush. If you think that because you enroll in a school that has a skilled cardwriting instructor, that because he places a brush in your fingers it is immediately going to begin swinging graceful curves, et cetera, you are going to be disillusioned in a hurry. Buckle down like the old soldier and the chances are success will be yours.

As for slovenly practice, try and keep the work as



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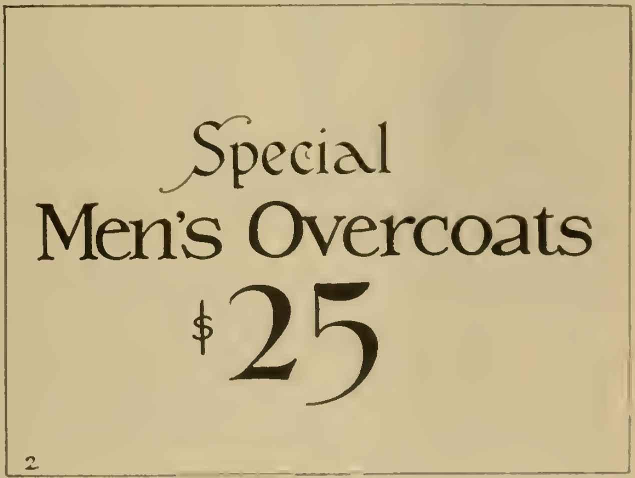

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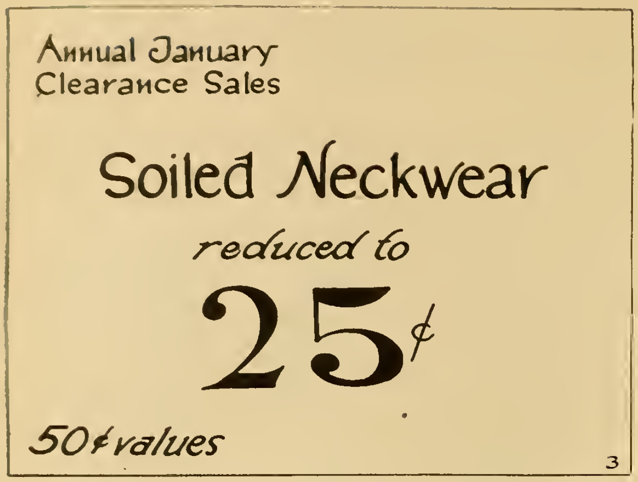


Annual January
Clearance Sales

Soiled Neckwear

reduced to

25¢

50¢ values

3

neat and clean as you would the invitation to the New Year's eve dance you are going to send to "that little fairy"——no one needs to tell you to do your best on that.

An instructor has to do a certain amount of "roasting" or "scolding" to get results. The former often gets results—many resent the scolding, calling the instructor an old crab.

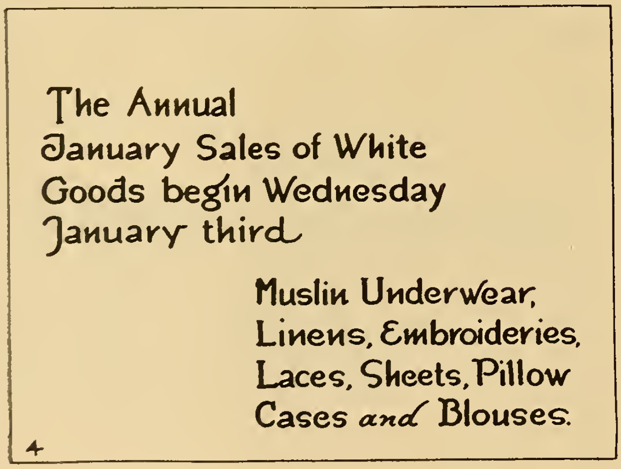
Continually shooting at some mark produces results—haphazard practice gets you nowhere.

Last month I spoke of the Payzant pen. In card Number 1 is shown a type of card used in Chicago stores. Where these are stacked up by the thousand in the signroom the average cardwriter knocks these out at the rate of sixty to seventy an hour. The captions are generally printed.

It is safe to say that ninety per cent of all signs in this country are made on this order—yet less attention is perhaps paid to knock-out work than any other kind.

I am a firm believer in trying to get up a little speed right from the start with a pen or brush—the same as penmanship is taught in a business college. Or do you remember when you tried to learn to ride your bicycle or to swim, or to skate? You tried to get going, to get up some speed. Perfection will come later.

Card Number 2 shows a quickly made style using text pen for word special. "Men's Overcoats" is a double stroke letter made with the ball pen—price outlined and filled in with same. The manner of making this double stroke letter is explained later on.



The Annual
January Sales of White
Goods begin Wednesday
January third

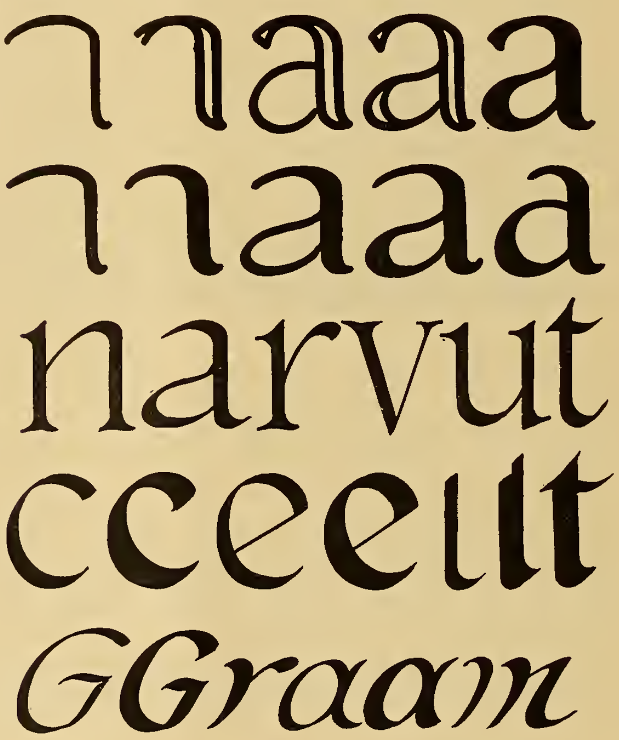
Muslin Underwear,
Linens, Embroideries,
Laces, Sheets, Pillow
Cases and Blouses.

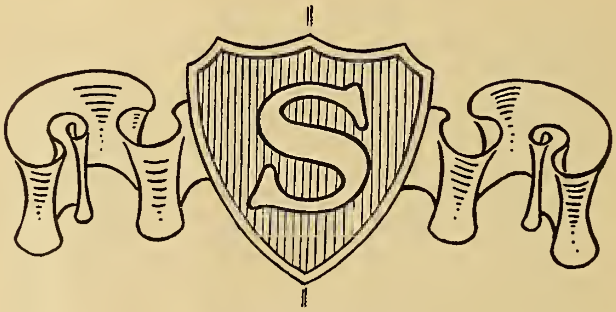
4

Card Number 3 is a little slower than Number 1. It, too, was made with the ball pen.

Card Number 4 is a type of card that big stores generally put around in places where crowds are the week before Christmas, calling attention to sales beginning the day after Christmas or New Years.

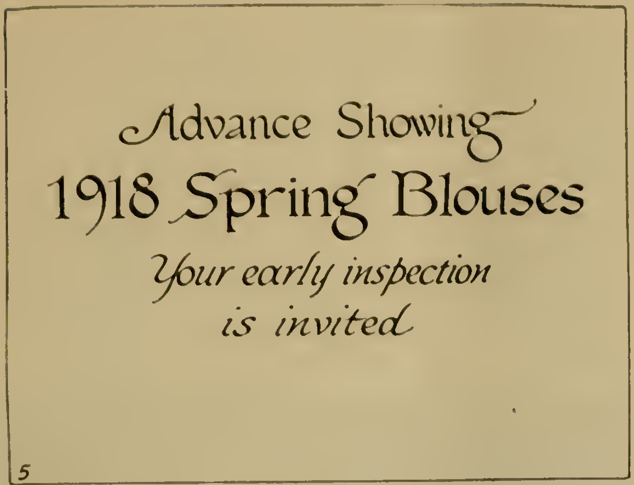
Card Number 5 shows a neat, quickly-made text letter card. Note the effect of the display line which has been finished off with a common pen.





Card Number 6 shows a printed card, yet for the small store where it is only desired to use a couple of window signs, a clever beginner can draw a spray of holly with waterproof india ink and hand color same. Then a scene from a post card can be pasted in lower right. Here again is shown a neat, quick style of letter—a favorite of mine. It is easily read—easily made.

In the few letters made off-hand is shown in the first line, a ball point pen outlined letter; in the second line the same type in a double stroke effect; in the third line, a text letter, retouched with a common


Advance Showing
1918 Spring Blouses
Your early inspection
is invited

5

steel pen; in the fourth line, a double stroke text pen letter and the same in the fifth. In all double stroke letters notice how the letter is "built in" from the outside—the inside strokes are never made first. A beginner can learn to make these types of letters—third line above excepted—quicker with the pen than with the brush. The same scheme is applicable to brush strokes.

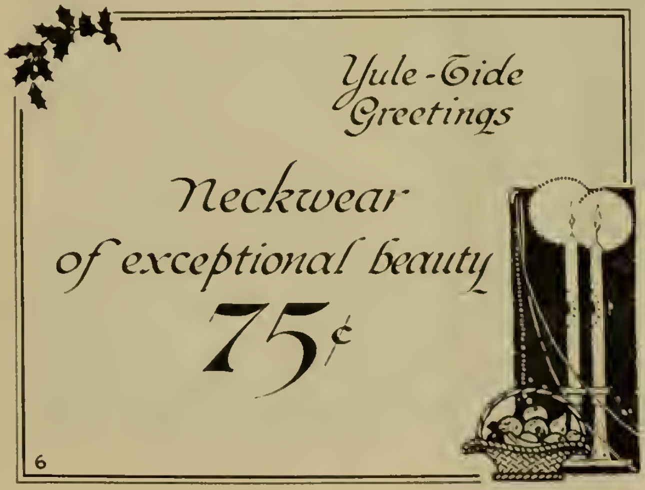
In the ribbon and shield drawing, first sketch the left half with a pencil. Make it about four inches wide. Notice the double lines above and below. Designers always indicate the center of a drawing by two lightly penciled lines placed close together. Two are always used, because often the paper is ruled up with vertical guide lines. Use a medium ball pointed pen. Done with waterproof india ink, it can be "washed" with tints when dry and used at top of a panel card bearing firm's initial or monogram. Get the left half sketched well, ink in; then when dry make a tissue-paper transfer for the right side.

E. W. Hofford of Utica, N. Y., sent in the best specimen of alphabet and a gross of pens has been sent to him.

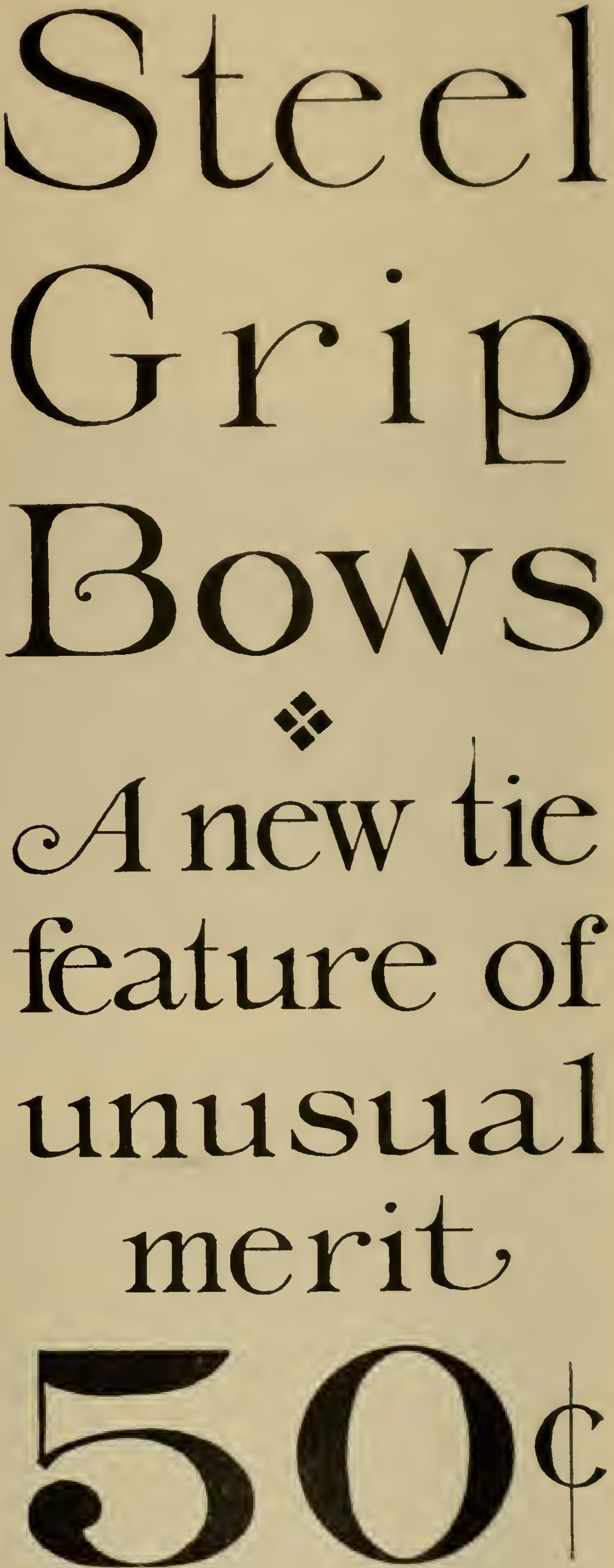
I had better results when I insisted on making alphabet same size, so here's another proposition:

To the person who sends me the best specimen of card Number 5, eleven by fourteen inches and the ribbon scroll four inches wide, I will give a year's subscription to MERCHANT'S RECORD AND SHOW WINDOW.

Beginning in January I will introduce some simple and more complicated air brush work, also brush and pen work of a different kind. The months of January to April inclusive are the best for practice, for many evenings are spent at home—many unpleasant days on which few patrons call at stores afford many leisure hours for practice.


Yule-Tide
Greetings
Neckwear
of exceptional beauty
75¢

6


Steel
Grip
Bows
◆
A new tie
feature of
unusual
merit
50¢

Practice work should be sent in on paper—postage fully paid. If you really desire to improve your lettering, just get a good copy of a Roman alphabet—a modern style—and keep sketching same with a medium hard pencil. For example, try sketching the column of lettering devoted to steel grip bows, striving hard to get the letters just like they are here. A man who can make a good Roman letter can make any kind of a letter.

Today, when display managers and cardwriters are earning more than ever before, let me advise that if you are a display man who cannot write cards that NOW is the time to begin. Don't wait until you have a better offer of another position where you have to write cards and then send out an S. O. S. as to how to learn to make cards in a short time.

And if you are a cardwriter who has never used an air brush you can not do a more sensible thing than buy an air brush. If you can't afford it, and the firm won't buy it, ask them to buy it for you and keep so much each month out of your salary.

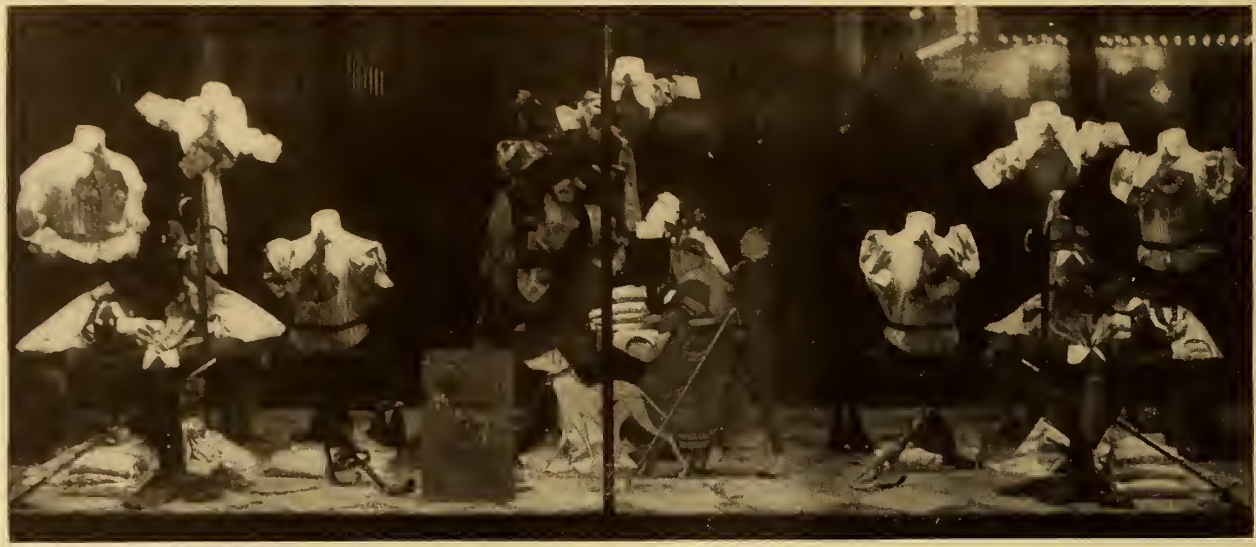
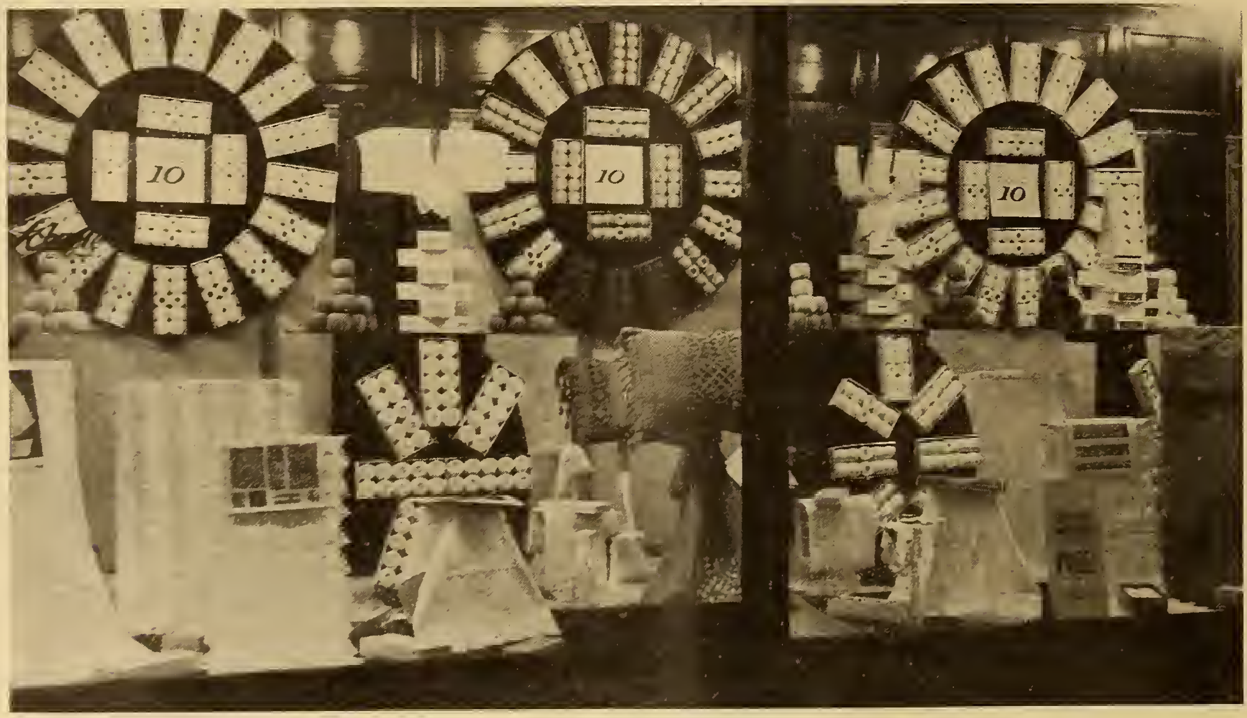
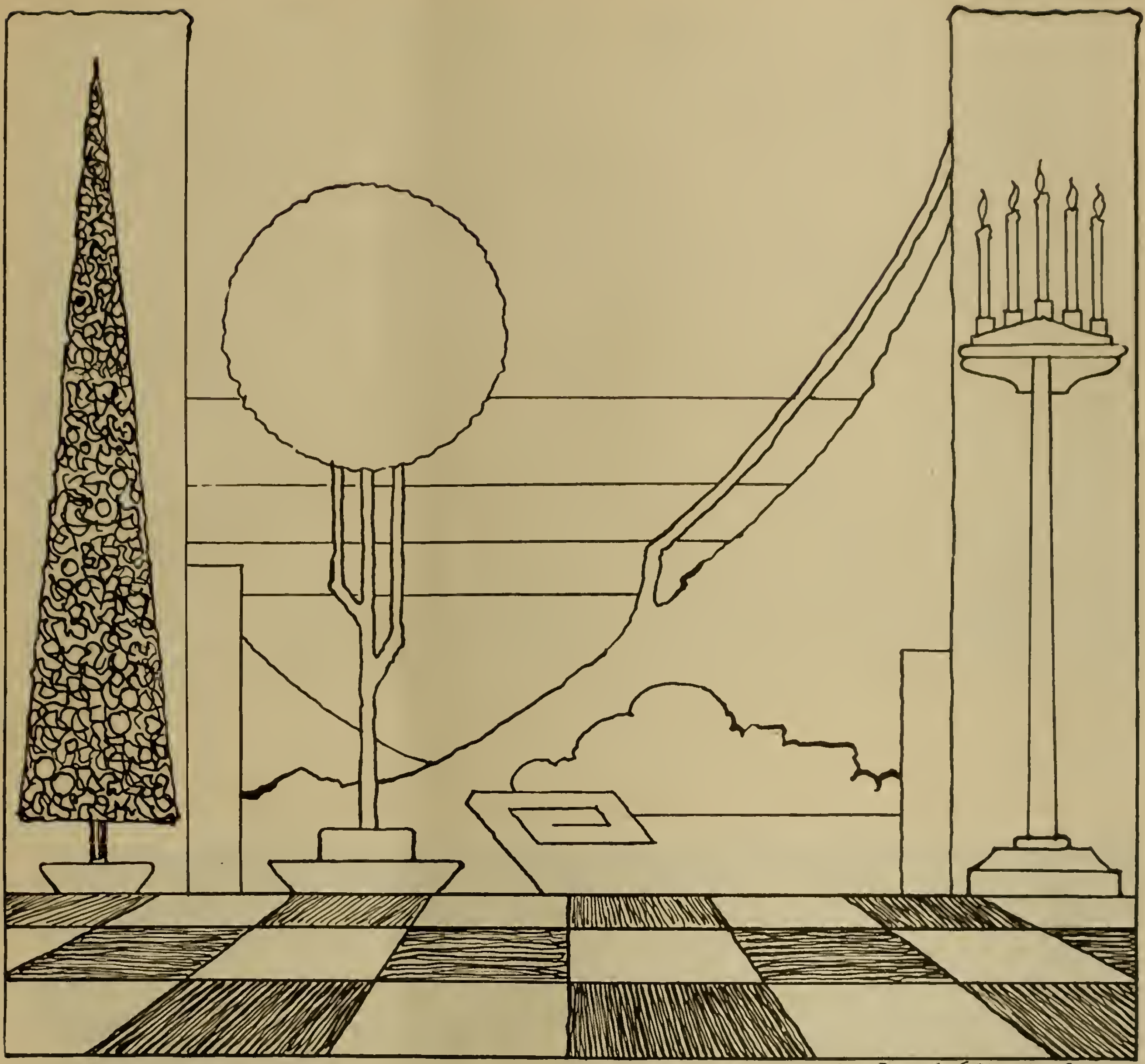


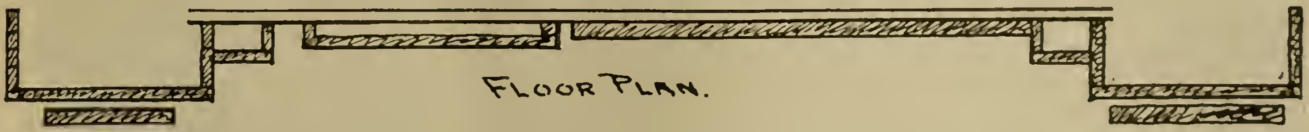
Plate No. 4402—Display by Jerome S. Wensole for Plymouth Clothing House, Minneapolis, Minn.

The display man injected a novel idea in this display with the use of group cut-outs. The group was cut out of composition board and painted. It may be noticed that the male figure of the group wore a cravat. A large vase made of composition board was placed in rear center and the bowl was filled with ties of myriad colors, giving the effect of blooming flowers. A beautiful card of Japanese design was placed at center foreground.



DISPLAY OF YARNS BY GEO. J. MELLERT FOR THE FRIES & SCHUELE CO., CLEVELAND, OHIO.


THE BODINE-SPANJER CO.



Background Suggestion No. 3.

The above drawing will give a very clear idea of the arrangement of setting as shown in color on the front cover of this issue. This design offers many valuable suggestions and may be used in various ways, either in whole or in part.

The painting occupies the back space between the pilasters, the projections showing position of latter. Placed close to the background or painting are evergreen tree, unique artificial flower ornament and lamp. The tree and lamp are made of cut-outs from composition board and then colored to suit. The unique and attractive tree in center is also made from composition board, the circular top being covered with multi-colored artificial flowers. The floor covering was made of beveled composition board squares, and painted as shown. If desired, the space extending from the upper right pilaster to the lower part of the left may be made of composition board, or in some cases a large piece of velour or silk plush would serve.

This design is rich in color, artistic to an unusual extent and would prove wonderfully effective as a Christmas setting.

A STUDY OF DISPLAY WORK

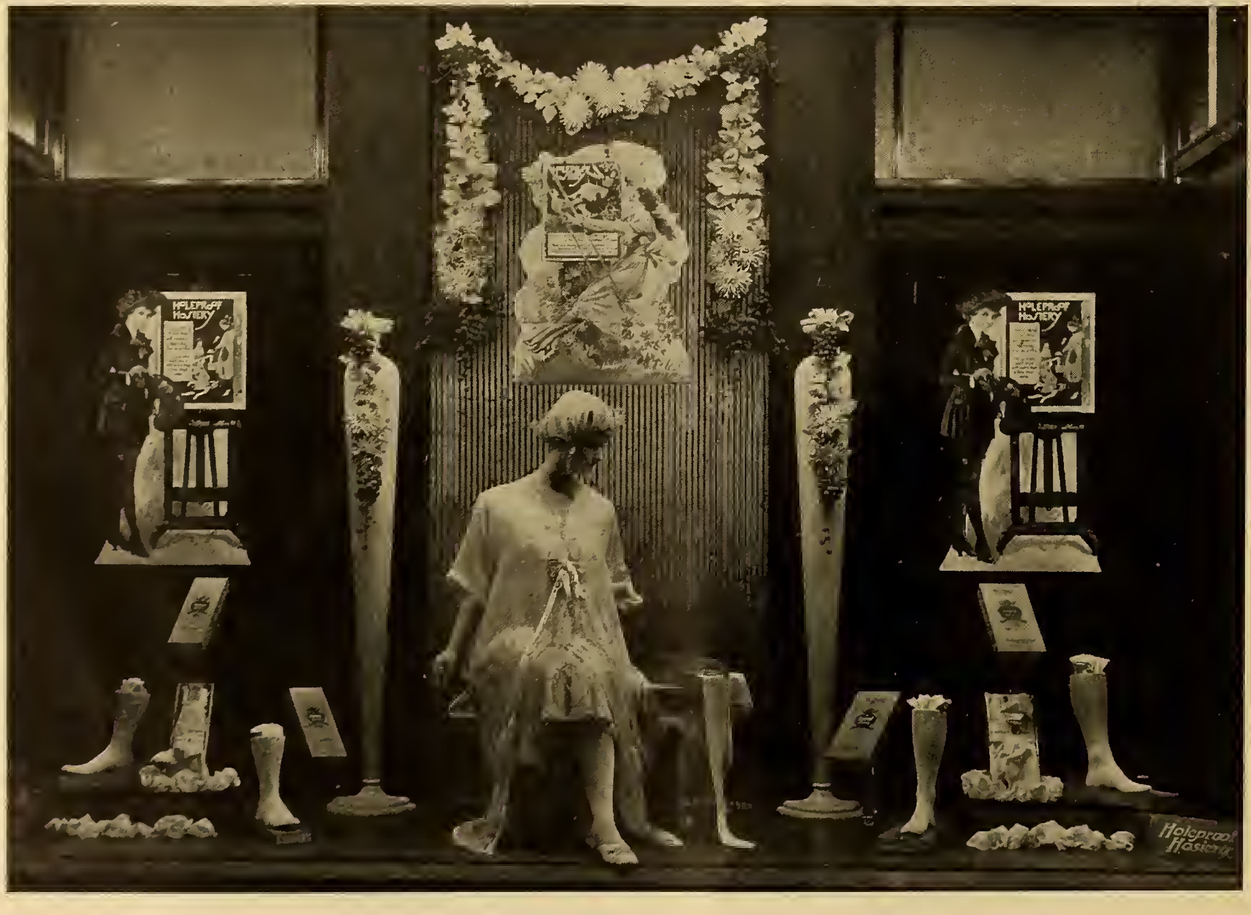
Something Different—A Lesson On Two Different Subjects—A Window Showing What The Papers Cannot Bring Out Nor The Artist Paint

Carl W. Ahlroth

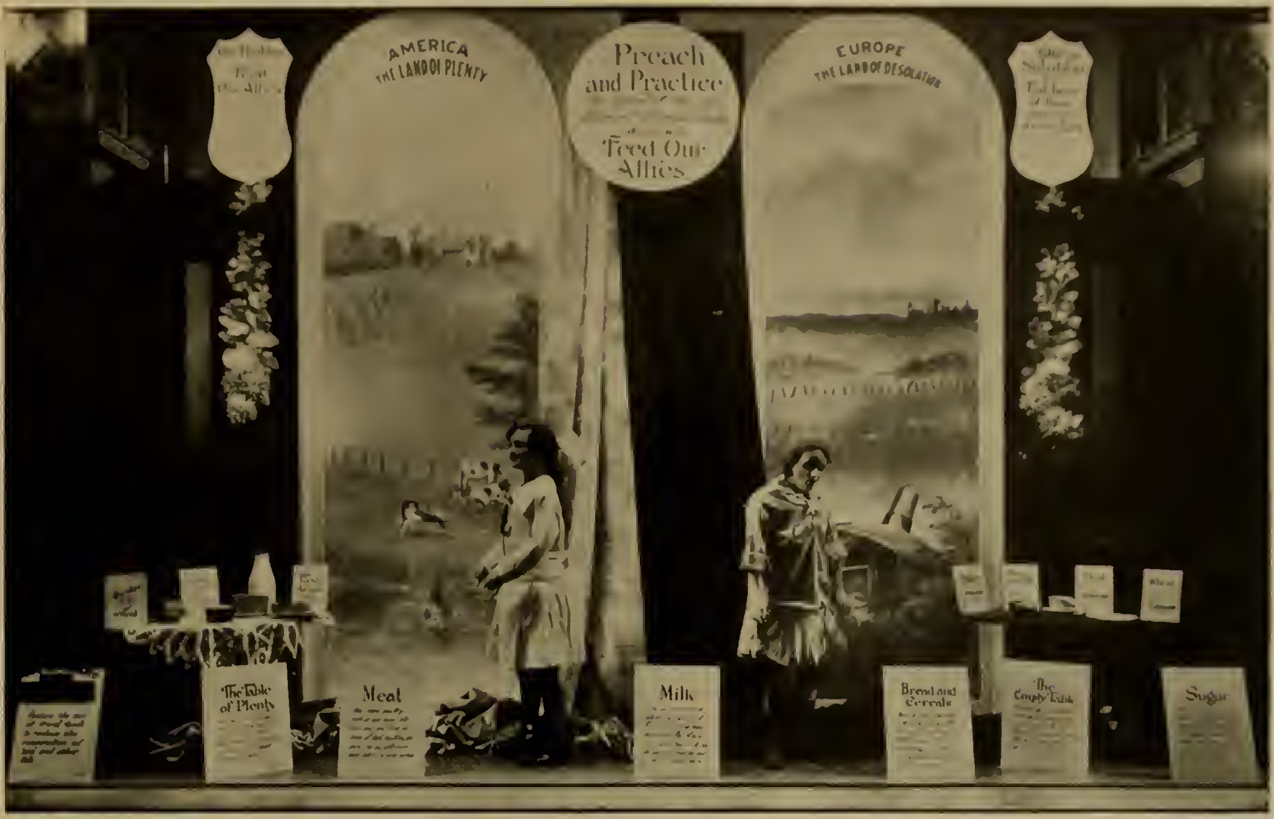
IN the reproduced photographs are shown the display of advertised merchandise and a food conservation display. This branch of work requires more thought and concentration on the particular subject than any other field of the display man's profession. Always strive for a clean, neat and artistic effect, no matter what you are working with. Avoid crowding and overdoing your work. The display of an advertised line of merchandise bringing out the dealer's advertisements in a strong, neat and artistic way with added attraction to create interest by using the wax figures, results in a highly pleasing display. It is not necessary to fill a window of this kind with merchandise. Note the two units of men and women's hosiery showing forms with each unit so that they can be distinguished from each other. The velour panel, with the vases and floral decorations, give an artistic finish to the display and the advertisements which we display men so dislike to show seem to fit perfectly in their respective places.

The food conservation display: This remarkably educational, as well as beautiful display created a great deal of comment and brought to the mind the true condition of affairs existing in Europe, also showing by the girl's wax figure the starving girl of our European allies, dressed in tatters, and the wax face molded to represent the endless torture and starvation that exists over there today. Note the stooped, pathetic figure, the natural condition of clothes under the circumstances. Note the table she is facing. The card reads: "The Empty Table," caused by the men being in the trenches fighting, suffering and dying in the war instead of being on the farms. The background illustrates the condition of the land of the trenches, the city of ruins, the big gun in the foreground, the wire entanglements. Note the description painted on top of scene—"Europe the Land of Desolation." The empty table showing an old torn rag for a table cloth, a few dishes broken and empty. Note the educational value of small cards displayed on table, stating their need of sugar, meat, wheat, dairy products, etc., stating certain amount of each article that we must send them, showing decrease of stock, etc., due to war conditions.

Cards bearing educational value are freely distributed around on the floor, showing how to economize on the articles that our allies need. Note the card shown in the upper right hand corner of photo,



DISPLAY BY CARL W. AHLROTH FOR UNION COMPANY, COLUMBUS, OHIO.



DISPLAY BY CARL W. AHLROTH FOR UNION COMPANY, COLUMBUS, OHIO

bearing the inscription: "Our Problem Is to Feed Our Allies This Winter by Sending Them as Much Food as We Can of the Most Concentrated Nutritive Value in the Least Shipping Space. These Foods Are Meat, Wheat, Dairy Products and Sugar."

The center drape represents that every cloud has a silver lining, showing black cloth draped toward land of desolation scene, draped to floor and puffed to table. The silver lining is a drape of silver gray to the floor and puffed to the table of plenty, and in front of the scene of plenty. This side shows the reverse conditions of Europe, shows the American girl happy and smiling, nicely dressed, facing table with lace table cloth filled with butter, sugar, a loaf of bread, meat and a bottle of milk, showing descriptive cards bearing inscriptions to the fact that we have an abundance of these articles that our allies need. The card in front of table reads: "The Table of Plenty. Eat Less of These and More of Other Foods of Which We Have an Abundance." Note the scenic background showing inscription at the top reading: "America, the Land of Plenty." The beautiful farm house, windmill, fields of corn and wheat, pastures with cattle, all show the prosperous condition of America. The card in center of two scenes reads: "Preach and Practice the Gospel of the Clean Plate, and Eliminate Waste Which Will Feed Our Allies." The card in the upper left hand corner reads: "Our solution is to eat less of these foods and more of other foods, of which we have an abundance," showing in scene the wheat and cane for bread and sugar, the cows for meat and dairy products, the hogs for pork, fats, etc., also the table of plenty shows these products in finished form. Cards bearing inscriptions on saving these articles that our allies need are freely used on the floor.

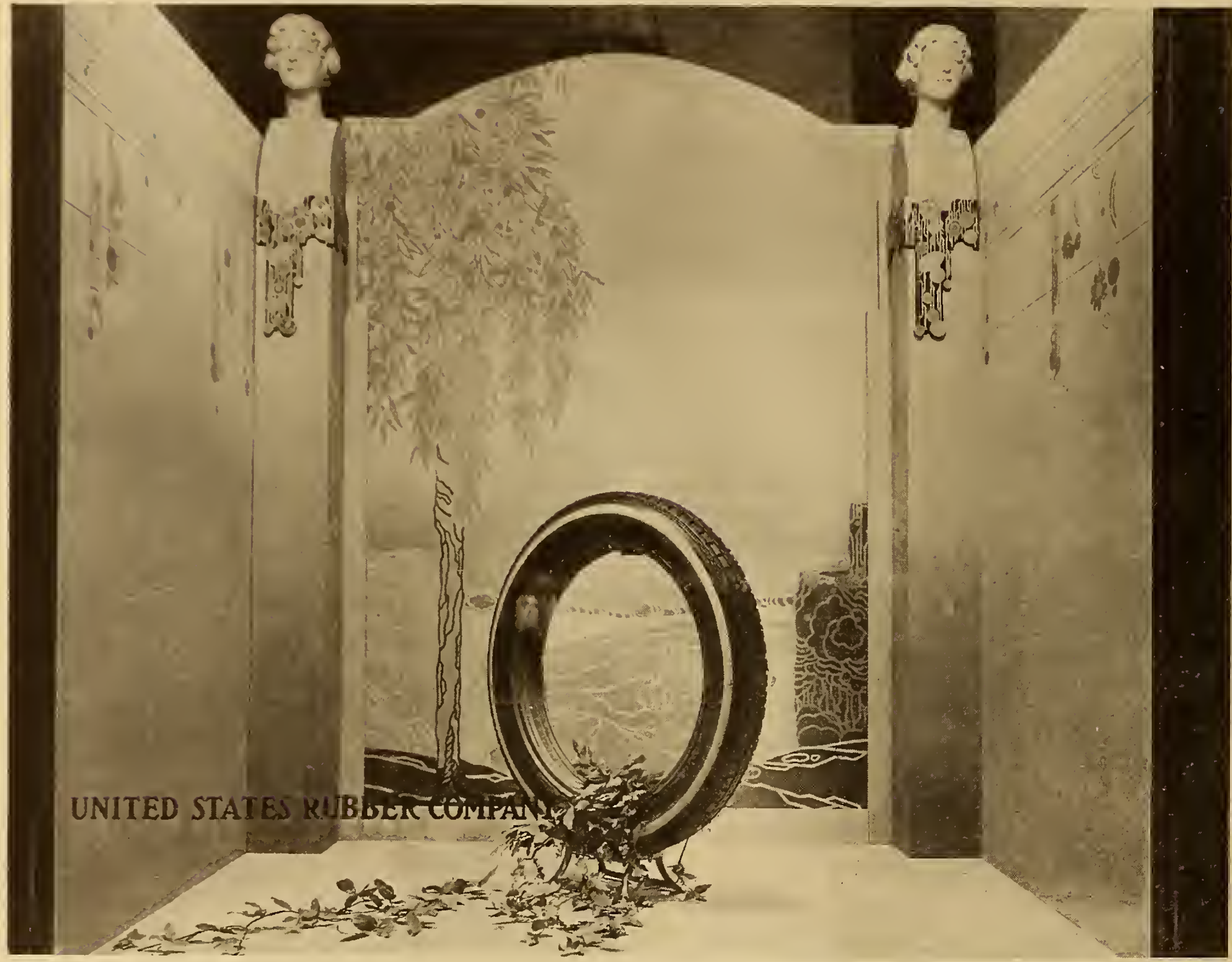
The ends of window are finished with black columns and a drape of fruit and foliage to give the whole display an artistic and pleasing appearance. This is a display showing the public at one glance, the true conditions existing in America and Europe, condensed and portrayed in wax, scenic and educational inscriptions painted on show cards, a window that pictures what the papers cannot bring out: in other words, a window decorator's picture that no artist can paint.

STUDY SCIENTIFIC SELLING

RETAIL salespeople in South Bend, Indiana, will have the opportunity to study scientific salesmanship under an arrangement made recently by the Retail Merchants' bureau with Miss Grace King, teacher of salesmanship at the high school. The employers will designate certain of the sales forces to attend special classes which will be held at the high school twice each week.

* * *

THIRTEEN handsome prizes are to be awarded the winners in the MERCHANTS' RECORD AND SHOW WINDOW 1917 contest. Send photos now.



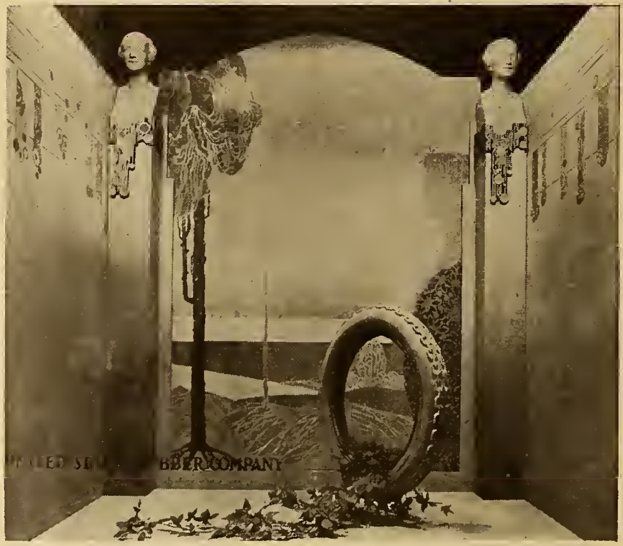
DISPLAY BY GEORGE A. SMITH FOR THE UNITED STATES TIRE COMPANY, NEW YORK.

U. S. RUBBER DISPLAYS

A MILD sensation amongst the merchants and display men of New York City was caused recently when the United States Rubber Company raised the shades of a stretch of five windows, displaying a series of the most beautiful, most artistic settings that have been seen in the Eastern metropolis for many a day. Surely nothing so elaborate has ever been attempted by concerns whose business it is to sell tires and rubber goods. The display windows of the U. S. Rubber Company are under the full supervision of George A. Smith, recognized as a specialist without a peer. In this latest work he has the merchants, display men, artists and the lay public of New York marveling at his skill.

Simplicity of arrangement is a strong point always insisted upon by Mr. Smith and it is clearly evident in this series. Note that but a single tire is shown in each window, but the beautiful simplicity and the effect obtained makes a strong but pleasant appeal.

Reproduced herewith are two of the series of five windows. The window at either end of the stretch of five and the center window predominated in colors of lavender, while the remaining two were equally as striking with yellow and orange showing strongly.



DISPLAY BY GEO. A. SMITH, NEW YORK

The color predomination in all the windows was most forcibly expressed through the sky treatment. The floor had a covering of painted canvas to correspond with the background.

In each window was shown a single tire mounted on a gold painted rim and resting in a support also finished in gold.

MEN'S SHIRTS DISPLAY

Second Installment Of A Series Of Articles On The Right And Wrong Way Of Displaying Men's Furnishings

By

Samuel Friedman

THE first consideration in planning or installing a good display of any line of merchandise is proper fixtures. By that I do not mean to infer expensive fixtures.

A displayman who knows his business from a to z, never worries over the question of fixtures, and if he hasn't the proper fixtures to start with, he soon makes them and the display is none the worse for it.

It is bad policy for any displayman to let too much of his fixtures show in his displays, using all his efforts in making a good display of the merchandise in hand.

In Illustration No. 1—The fixtures are all home made, and as you will note, they serve their purpose very well—only oblong top shirt easels are used, but square tops can be handled with as good results, although there are display men who use varied shapes and sizes. The tops on the fixtures mentioned measure 9x12 and 12x12 inches respectively. They are just the right sizes to make the shirts displayed upon them look graceful, and neat, and not bulky.

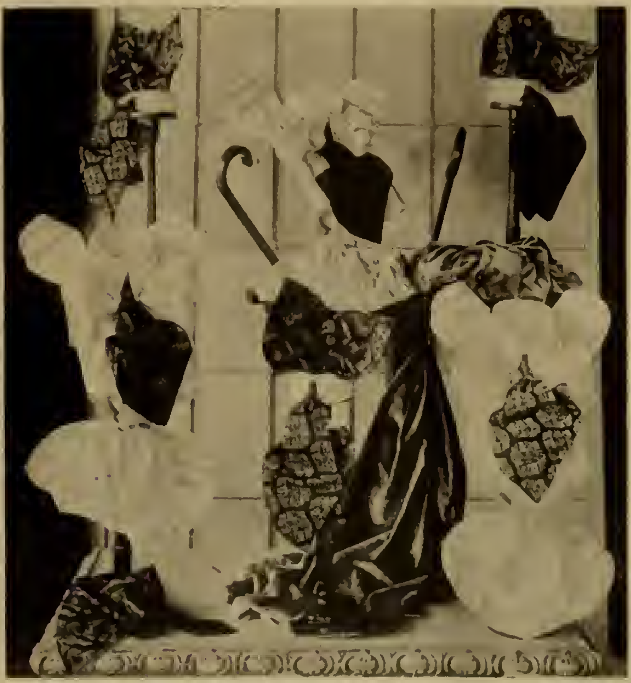


ILLUSTRATION NO. 1.

Note how carefully the shirts are handled in this unit, and yet note that they have that "studied careless" aspect. Each shirt faces in a different direction and every line and point of style is fully and clearly brought out. A small strip of velour draped carelessly, and bright enough to attract attention, helps to put the punch into this showing of shirts. Also note walking sticks and the placing of same.

In selecting shirts for a display try and keep from mixing too many different ranges or patterns together and care should be exercised in selecting these colors and patterns. A window of one color or one pattern will bring bigger and better results than what I have nicknamed a "mixed taffy" display. This I know positively, experience and experimenting having taught me this lesson.

Shirts are sometimes displayed on vest forms. See Illustration No. 2. This method, although used by myself many times, in my opinion is a poor way to handle shirts. Anyway, here's how it is done: Collar and tie the shirt, then open it up, and slip it over the form without unbuttoning same. Now turn up the tail of the shirt until the proper length is reached and then hold same in place by placing a belt around bottom of form tightly. Take all creases out of the front of the form by pulling all surplus to the back and pinning. Place one hand into the sleeve to the shoulder and with the other, pull it off, at the same time puffing it until the cuff is reached, then pinning the cuff in the position desired. Repeat same on other sleeve.

Illustration No. 1 shows a form dressed for a Fall or Winter display. Illustration No. 2 shows a form dressed for a Spring or Summer display. I am heartily in accord with the form No. 1, but as stated before form No. 2 is a very poor way of showing shirts.

In using the shirt easels, collar and tie the shirt and then lay it on the board of the easel, being very careful that the shirt is centered on the fixture. Pin the shoulders together at the back of fixture, and also pin the bottom of the shirt where it hits the bottom of the board. Next put one hand inside the sleeve to the shoulder and with the other pull it off, puffing it at the same time, and care should be taken that the puffed sleeve is put into the position desired before the cuff is pinned to the board. Repeat this operation on the other sleeve. Now gather the shirt tail together and tie it to the stem of the fixture about 7 or 8 inches from the very bottom of the shirt tail, and then spread the tail until it looks graceful and round.

Any shaped board can be dressed in this manner and the sleeves can be placed in different positions on the board, thereby making the display take on a different appearance at each trimming.

Too many shirts in a display window hurts its selling effect, and for unit displays three shirts of the same range is the correct amount. For a larger display six should be the minimum and nine shirts the maximum, not using more than two or three ranges.

Don't face all the shirts in one direction, nor face too many of them straight to the plate glass; try to be original. Tilt the boards of the shirt easels about 45 degrees and the display will have a good effect, but don't tilt one fixture 45 degrees and another 50 degrees for that will spoil your efforts. All shirt easels should tilt at the same angle. Illustration No. 1 shows a correct unit display of shirts, and please note the way the scarfs are handled.

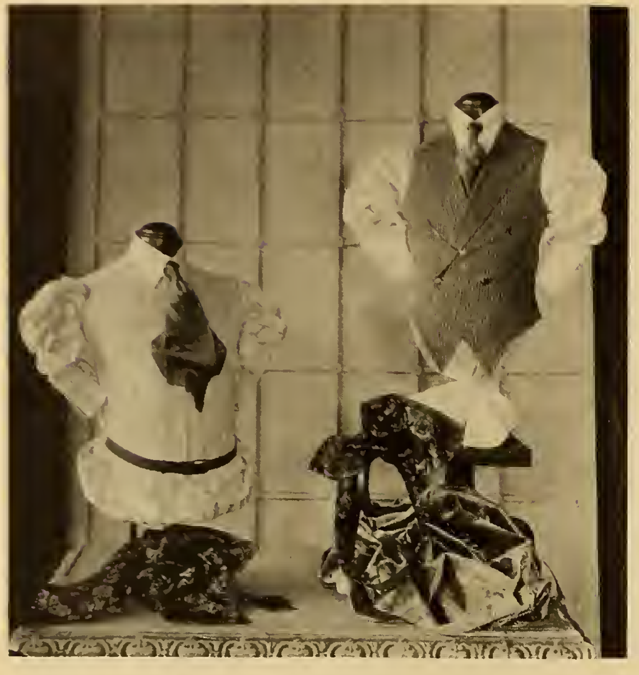


ILLUSTRATION NO. 2.

Attention is called to the form without the vest. It has an unnatural appearance and the shirt is stretched too tight over the form. The form at the right shows very neat and natural alongside of the first mentioned form. Note scarf pin in tie and chain across front of vest.

Care should be taken as to the size shirt used in a display, for if it is too large it has an awkward appearance and looks very bulky. Sizes 14, 14½ or 15 are right, and larger sizes should only be used when said sizes cannot be secured. The collar should be half a size larger than shirt and should always be a style that is new, for many a collar is sold from a display of shirts.

* *

ADOPTS UNIQUE SCHEME

N. C. R. Company Conducts Convention For Salesmen's Wives—Women Of Country Regard Experiment As Of Great Significance For Recognition Of Women's Influence In Business World

"HOW important a factor is a man's wife in his success as a money-maker?"

John H. Patterson, president of the National Cash Register Company, intends to know exactly—and he is looking for the answer in dollars and cents. He is experimenting along original lines with his entire sales force.

His plan is of interest not only to the men and women directly affected, but it promises to have far-reaching results. Already, big business men are writing for particulars and it goes without saying that women interested in the advancement of the sex regard the Dayton experiment as of great significance for its wide recognition of woman's influence in a business way.

The experiment had its beginning recently when more than 500 wives of sales agents and salesmen of the National Cash Register Company were brought to Dayton from all over the United States and Canada for a business convention. It was exclusively a woman's affair, the husbands remaining home attending to their regular work.

LEARNING BUSINESS SECRETS

In a series of morning, afternoon and night sessions, the wives were let into the secrets of the cash register business. They were told all about the company's policy, methods of selling and profits on sales. They were taken through the factory to learn how cash registers are produced. They were informed of the usefulness of the cash register and the problems with which salesmen have to deal. And they were instructed how to assits their husbands in becoming better salesmen.

Now that the wives know something about the business from which the family income is derived, it is predicted that they will not be satisfied if their husbands do not earn more money.

In speaking of the project, Mr. Patterson said:

"This is my pet convention and I believe it is the forerunner of a great change in the position of a wife with relation to her husband's business.

"I believe in woman suffrage. I believe in woman's rights. I believe that it is highly important not only to business but to all the affairs of life, that women shall have a larger part in our daily activities.

"She is taking her rightful place in life, and there is plenty of work for her to do.

"Our convention of the wives of the salesmen themselves was a great success—far beyond our expectations. We talked to these wives just as we would talk to their husbands. And we believe the results will be a vast increase in the selling efficiency of every man whose wife was here."

* *

WINS SILVER CUP

MATT MARKUSICH, display manager for the Saul Wolfson Dry Goods Company, San Antonio, Texas, was awarded a silver cup for having placed the most attractive display during the recent fall opening week. The prize was donated by the Emerson Loan Company, San Antonio, and a committee appointed by this company passed judgment on the displays. Mr. Markusich recently was awarded three first and three second prizes in the I. A. D. M. contest.

* *

THE Retail Clerks Union of Terre Haute, Indiana, gave manifestations of their loyalty to their country when they passed resolutions to carry the dues of all members who are called to the colors during the entire period of the war. Seven members of the union have responded to the first draft.

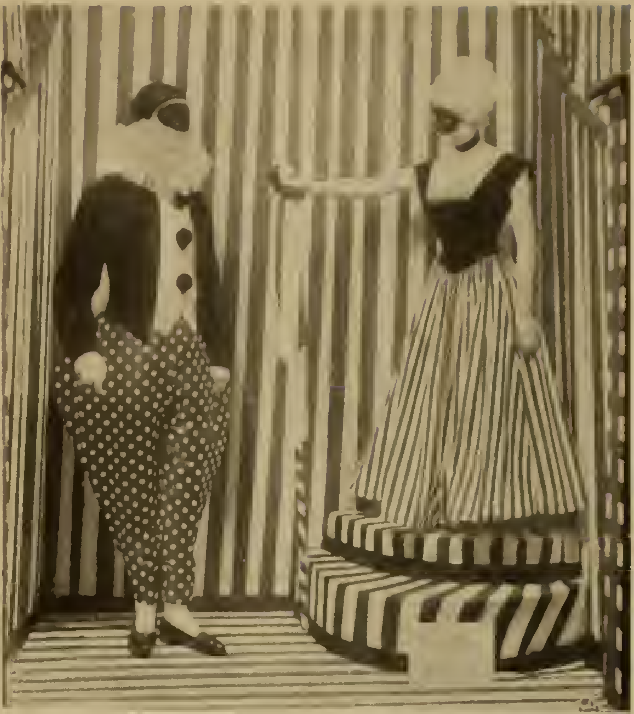
CHARACTER FIGURES

Chicago House Aids Small Merchants By Renting Wax Figures and Costumes—Method Proves Popular

MERCHANTS, particularly those who conduct business in small towns, will be greatly interested in the method of supplying wax figures and costumes for window display as has recently been adopted by a big Chicago Figure and Costume house. For a nominal charge figures of every nature may be rented for a definite or indefinite length of time with or without costume.

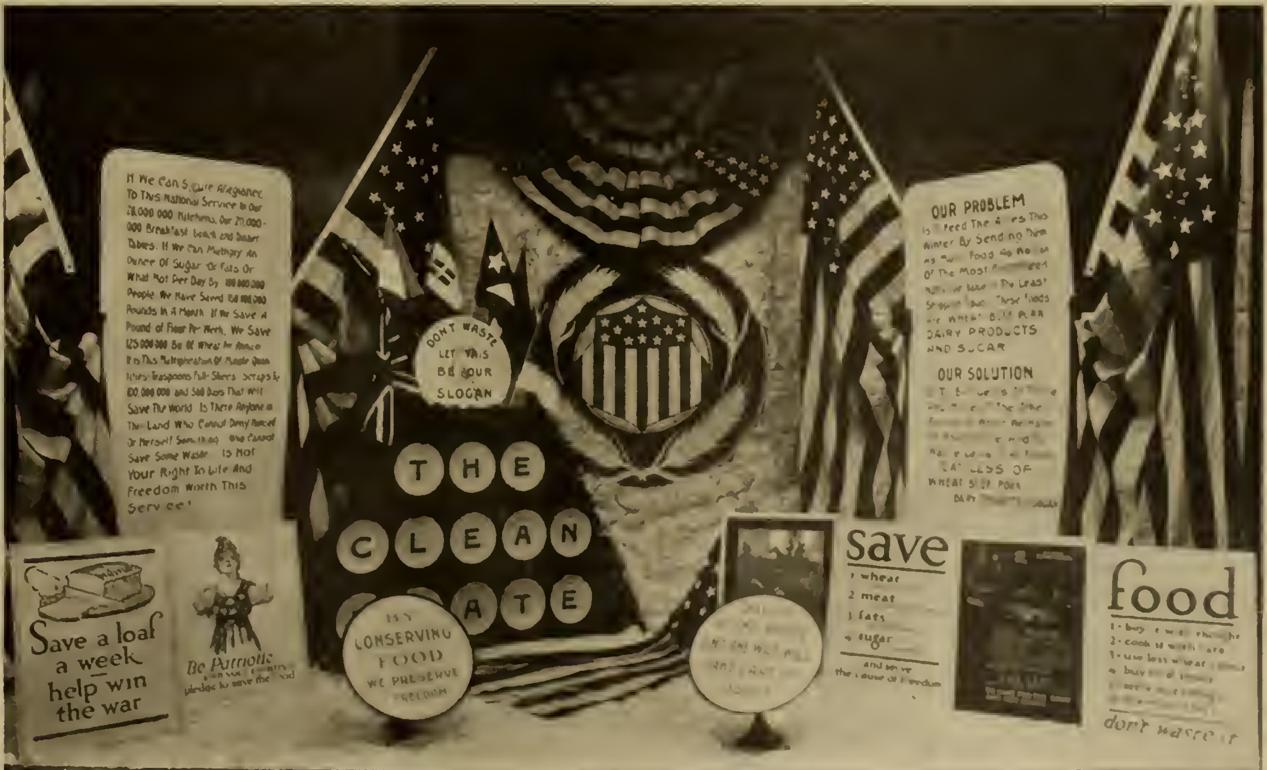
Never before have character figures been more popular and it is along the lines of national and period decoration that these figures will be of great benefit to merchants, especially those who find it difficult to expend big money for figures.

This is a period of patriotic fervor and character figures are bound to be used more than ever. Never in the history of the country looked liberty more enchanting, and the figures of our national heroes are bound to be extremely popular. At this time, during this great crisis, the educational and patriotic value of the window should be strongly manifested and it behooves merchants to co-operate, as it would never do to show the slightest shirking at the *front*.



FIGURES AND COSTUMES FOR PARTY SEASON

The concern referred to above is in position to supply character wax figures for any or all functions, and MERCHANTS' RECORD AND SHOW WINDOW will be glad to supply any further information pertaining to this new system.


If We Can Secure Allegiance To This National Service In Our 20,000,000 Kitchens, Our 20,000,000 Breakfast, Lunch and Dinner Tables. If We Can Multiply An Ounce Of Sugar Or Fats Or What Not Per Day By 100,000,000 People We Have Saved 150,000,000 Pounds In A Month. If We Save A Pound of Flour Per Week, We Save 125,000,000 Bu. Of Wheat Per Annum.
Is There Anyone In The Land Who Cannot Deny Himself Or Herself Something, Who Cannot Save Some Waste. Is Not Your Right To Life And Freedom Worth This Service?
DON'T WASTE LET THIS BE YOUR SLOGAN
THE CLEAN PLATE
BY CONSERVING FOOD WE PRESERVE FREEDOM
Save a loaf a week help win the war
Be Patriotic
OUR PROBLEM
DAIRY PRODUCTS AND SUGAR
OUR SOLUTION
EAT LESS OF WHEAT
save
1 wheat
2 meat
3 fats
4 sugar
and serve the cause of freedom
food
don't waste it

FOOD CONSERVATION DISPLAY BY H. F. BARTLETT FOR THE GOLDEN RULE, ST. PAUL, MINN.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT, DISPLAY MANAGER AND ADVERTISING MAN

COMBINING

"Harmon's Journal of Window Dressing" . . . . . Established 1893
"The Show Window" . . . . Established 1897
"The Window Trimmer and Retail Merchants Advertiser" . Established 1903
"Merchant and Decorator" . . . . Established 1905

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MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The International Association of Display Men

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**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.

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December, 1917

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SAFE DECORATIONS

THE exercise of extreme care in guarding against fire, while always advisable, is especially desirable at this time, when the elimination of all sources of waste in our National Economy is so vitally essential to the success of the war.

With a view to preventing the occurrence of risks of this character, merchants, display managers, decorators and other persons desiring to make use of electric current for decorative and display purposes during the Christmas season, are urged to confer with the Electrical Inspection authorities of their city in reference to the safety of their plans so that dangerous fire hazards involved in their execution may be pointed out and avoided.

All temporary extensions to the electric service to provide additional lighting for such displays should be installed only by competent electricians, and the Electrical Inspection authorities should be duly notified of such changes so that a proper inspection can be made before the current is applied.

In the installation of the electrical portions of the display, care should be exercised to see that the wires and apparatus are kept well out of reach and securely placed. Advertising novelties and signs of flimsy construction, knife-switches, cut-outs, motors, flashers and all electrical devices having exposed contacts should be excluded from show windows and kept at a safe distance from combustible material.

Display managers should caution their assistants as to the necessity of keeping inflammable draperies as well as tinsel decorations from the immediate vicinity of fixtures, drop cords, lamps, sockets and receptacles and should explain to them the danger attending the looping of wires from fixture to fixture to be used as supports for merchandise. In view of the widely circulated information on the dangers that result from the placing of inflammable material in direct contact with electric lamps, and the use of combustible lamp shades, the continuation of such practices is inexcusable. The use of cotton batting, tissue paper decorations and similar highly inflammable materials for shop decorations should be abandoned as it is practically impossible to employ such fire-spreading mediums in this manner, without a decided increase in the fire hazard.

To prevent a reduction in the stock of supplies necessary to the support of our army and the civil population, and to protect the interests of the public and the merchants from fire during the Christmas season, when the danger is always at its height, an observance of the foregoing suggestions is urgently recommended.

⁂

INDORSE "WRITE LESS" MOVE

THE Minneapolis Association of Credit Men highly indorses a campaign launched by the National Association of Credit Men to eliminate unnecessary letters from the mail.

Every business man in the United States will be asked to co-operate in the movement to do away with useless mail and eliminate other business details, according to a dispatch from New York.

Rubber stamps bearing the word "unnecessary," will be sent to the heads of departments in each business house to be used on all letters which deserve such characterization and returned to the men who dictated them. It is said the campaign is started to relieve congestion of the mails rather than to deprive the government of war revenue in the form of increased postage.

WINDOWS PREACH GOSPEL

MARSHALL FIELD & COMPANY, Chicago, recently gave over three windows on State street to preach the gospel of greater production, no waste and food substitution.

In the center window, Uncle Sam pointed to columns of varying heights that indicated the relative supplies of meat, wheat and sugar available for division among the nations. The window on either side of the center display was backed with autumn foliage. One displayed fruit and corn with the command, "Conserve Wheat," and the other showed fish and vegetables with the command, "Conserve Meat."

Herbert Hoover, federal food administrator, has sent the following telegram to Russell A. Brown, advertising manager of Marshall Field & Co., thanking him for the company's efforts to aid the government:

"It is gratifying to receive your aid by the display of your three food conservation windows. There is no better method for propaganda than visualization, and your window displays, addressed as they are directly to the consuming public, cannot fail to be of great educational value. The eagerness of the merchants of America to devote their unusual facilities to the service of the food administration has been a source of satisfaction to all interested in the effort to conserve the world's food supply."

FLOWERS FOR SALE WINDOWS

DISPLAY men will have a wonderful and beautiful assortment of artificial flowers from which to choose for the January White Goods displays. The great variety of forms and colors no doubt has been influenced by our entrance into the great conflict, and since a moderate floral treatment has always appealed along with showing of white goods, the added colorings of this season will further embellish the showing.

The sale windows of January and February are also show windows, and there is no reason why such windows should not be given due attention. They are not "junk" windows as some persist in calling them, but show goods that no doubt have been shown before, surrounded with an elaborate setting. Goods and materials are judged by the eye—speaking of the buying public—and it goes without saying that displays showing thought and effort on the part of the display man will appeal more to that eye than a window full of merchandise piled from floor to ceiling and never a touch of decoration.

Display men, relieve your January and February windows of their bareness by adding a few flowers appropriate to the merchandise shown along with a few other decorative touches.

HAVE YOU ENTERED?

HAVE you entered photographs of your displays in the big annual contest of MERCHANTS RECORD AND SHOW WINDOW, which closes January 1st, 1918? More than two thousand photographs have been received by the Contest Editor to date, and fully another thousand will be received before the new year. Announcement of the winners and awards will be made in February.

The special Hardware Contest, which closed November 15, was most successful, the leading department and hardware store display men entering hundreds of exceptionally fine displays. The list of winners in this special contest will be found in the January issue of this journal.

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1917 have been made as follows:

Walter E. Zemitzsch, St. Louis, Mo.
J. W. Turley, Hartford, Conn.
J. H. Addison, San Francisco.
Jack Cameron, Des Moines, Ia.
J. Harold Chadwick, Johnstown, Pa.
Al Hagen, St. Louis, Mo.
Bert A. Smyser, Tacoma, Washington
R. L. Paxton, Fort Worth, Texas
F. P. Lavin, Oskaloosa, Iowa
Karl H. Hofman, St. Louis, Mo.
Charles W. Morton, Sacramento, Calif.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

The Value of High-Class Dressing

—Article 11—

By

T. Guy Duey

IN DEALING with display as well as with all branches of advertising and publicity of all retail business houses, it is quite an important thing to make a thorough study of the store's clientele, or, in other words the class of trade that is possible to draw from.

The display man of any store must seek to please the greatest number of possible purchasers. His displays and decorative schemes should, therefore, not be confined to the narrow path of one class, but on the other hand should be varied and occasionally overlap into the closely allied classes. This is a problem that each display man must work out to fit his individual case. The same method applies to each branch of display among which the displays or draping of fabrics and trimmings requires a very great amount of study. The trend of fashions plays the most important part in the study of this branch.

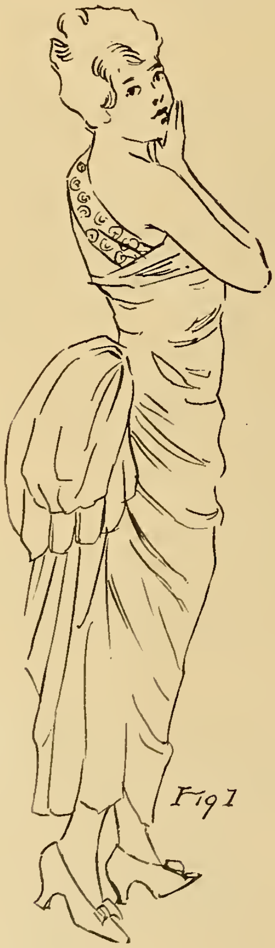


Fig 1

In previous articles I have used a variety of drapes and fabrics which has covered practically all classes, which would be appealed to with attractive, well selected garments and color combinations, draped upon the full figure. With a fair amount of study of the proper garments and of the fabrics especially adapted for certain style effects the average display man should find it no difficult task to become proficient in this very important branch of his work.

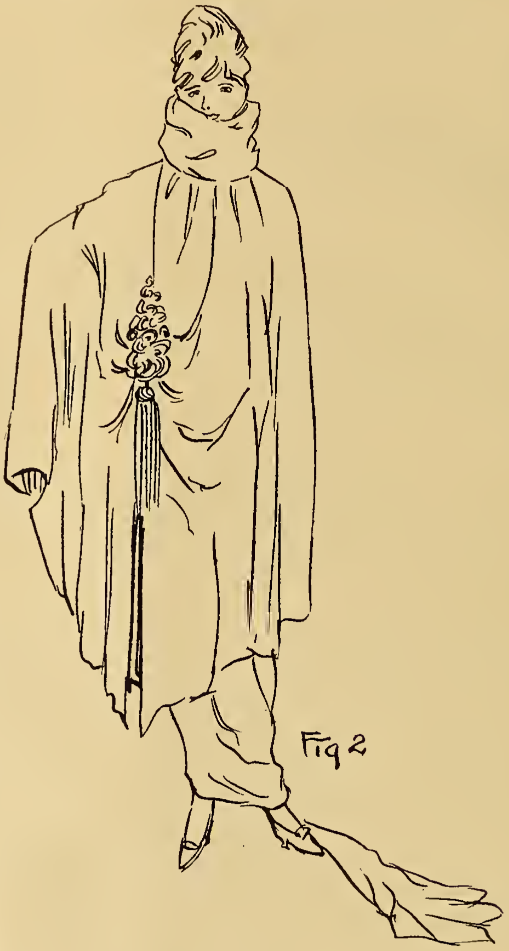


Fig 2

A few months past many women of fashion were startled by rumors pertaining to the effect the war would have upon modes of dress, among which, and perhaps the most noticeable one, was the theory that there would be very few evening dresses for this season. It is very interesting to note how events have disproved this early rumor, for we must admit that the creations at present show unusually beautiful effects, gorgeous color combinations with emphasis placed upon variety and simplicity of lines and trimmings.

The drapes herein sketched give evidence of all these features and which may easily be reproduced with excellent results:

Sketch No. 1.—A gorgeous frock of satin chiffon velvet which clearly emphasizes the bustle effect, very classy, and which is very simple to reproduce. A very pleasing combination of black satin and silver tulle and silver lace band.

Commence by placing lace band over left shoulder, allowing same to pass diagonally across back and straight down left side of front. Next, take silver tulle and shirr around form to make top of bodice, real low in back; let remainder of tulle fall to floor. Now, take black satin and wind around form several times, commencing well up on bust in front. Gather up slightly in center of back. All satin below the hips is to give the drape effect centering at bustle. Next, take surplus tulle from floor and reproduce bustle effect by tieing a series of loops or bows and allowing end to form cascade to bottom of garment.

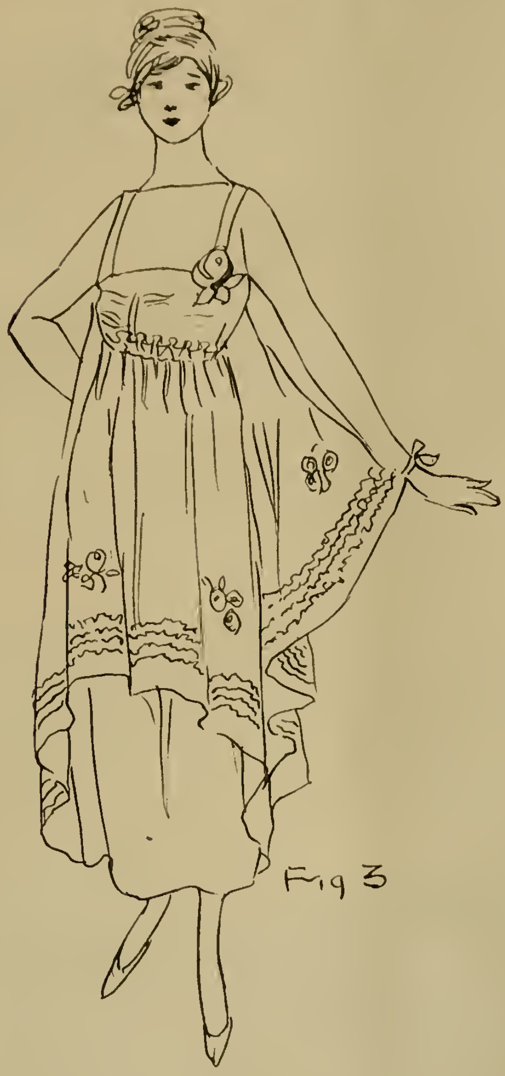


Fig 3

Sketch No. 2.—A clever evening wrap of Chinese blue broadcloth, gold taffeta lining; opens on right side.

First use gold taffeta for lining, placing same over shoulders and shirring selvage around neck with aid of elastic band. Dispose of surplus by folding under one arm. Take a gold metal or satin brocade and pin closely around form for skirt finished en-traine.

Start end of three-yard piece of broadcloth dropping from right shoulder, using width of same for length of wrap. Shirr selvage around neck, allowing both ends to meet at starting point, draping gracefully all around showing opening down right side. Catch up a little above waist line with an embroidered ornament of Chinese design and add a Chinese tassel. Use a wide fur band to make high, close-fitting collar.

Figure No. 3.—A simple dancing frock, pink taffeta foundation, overdrape of Nile green embroidered net. Commence one end of taffeta and draw around form to form low bodice, pinning in center of back. Next, use width for length of skirt and shirr on at waist line, using pink embroidery silk to hold in place. Even up shirrings to insure neat finished appearance.

Next, take a four or five-yard piece of embroidered net in Nile green and shirr in at top of taffeta bodice all around form. With a narrow piece of metal ribbon in Nile green make wristlets with dainty bows and catch up bottom edge of net to each wrist which is clearly illustrated in sketch. Make shoulder straps of same ribbon and if a higher bodice is preferable, use a couple short lengths of moline and make cross shirring between shoulder straps and under arms. Place large metal flower where left shoulder strap meets top of bodice.

* *

REVOLUTIONARY CHANGES DUE

THE Omaha (Nebraska) Bee prints the following article regarding revolutionary changes in the supervision of grocery stores in Omaha, as predicted by J. J. Cameron, secretary of the Omaha Retail Grocers and Retail Butchers' Association:

"Revolutionary changes in the supervision of grocery stores in Omaha are predicted within a short time by J. J. Cameron, secretary of the Omaha Retail Grocers and Retail Butchers' Association.

"The reduction of the number of grocery stores in Omaha from its present number of 560 to a minimum of 300 is one of the forms predicted and urged by Secretary Cameron, the measure assuring the consumers of Omaha at least a 5 per cent reduction in foodstuffs.

"'We do not advocate putting any groceryman out of business,' declared Mr. Cameron, 'but merely to prevent others, who know absolutely nothing about the stock they handle, from opening corner stores which of necessity must be an expensive experiment to the neighborhood. From fifteen to twenty grocery stores are changing hands monthly in Omaha, and by licensing each grocer $100 we could cut down these fly-by-night concerns.

"'The average number of customers for each Omaha grocery store is 81. He cannot sell as cheap as a store with 300 customers. Before we understood an up-to-date credit system, grocery men of Omaha worked on a 25 per cent basis, because of the tremendous credit they carried. That has been sharply reduced, and now the majority work on a 20 per cent basis.'

"Mr. Cameron believes that eventually there will be means of limiting the number of grocery stores operated in the different cities according to the population of each. This will require all grocers to make the same price for each article sold, in that case a standard service being established that all grocers must maintain in order to handle their trade on a regulated system.

"The cost of doing business in all stores will thus be made practically the same. Efficiency will be the only competition in the grocery line, declares Cameron."

SOMETHING NEW

A Novel Use Of Wax Figures Which Should Prove Popular With Merchants And Manufacturers —Adapted To Special Events

R. L. Paxton

HERE is a new idea for wax figures which will prove very attractive in a specially constructed display for the merchant, but more especially the manufacturers who are at last awakening to the value of the show window displays, where their merchandise can be displayed to advantage over all the world.

These displays will successfully connect the manufacturer and his nationally advertised toilet goods with the public through the department stores and their show windows. The manufacturer can talk his window display service early; tell the merchant about the many ideas which are big and practical, snow them the difference from the ordinary display, and urge upon the merchants the good that will come to them and the community, for the show window to be well decorated, for it is human nature to be attracted by attractive things.

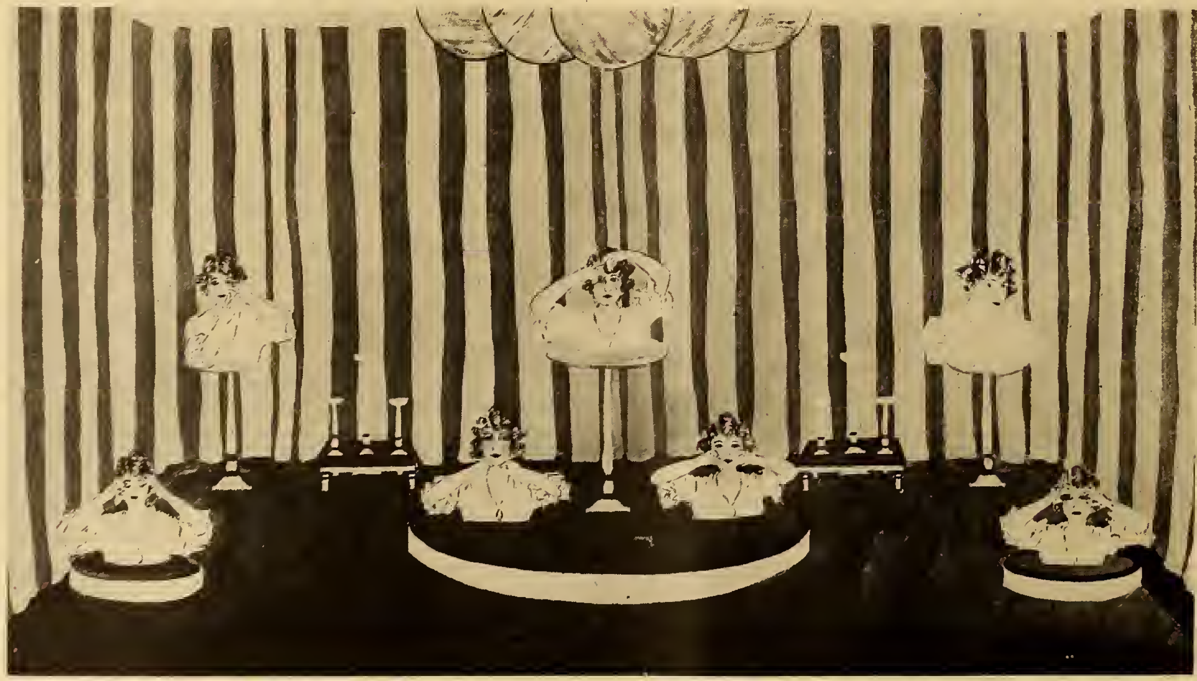
These wax figures posed as designed will impart a degree of smartness to your merchandise, and will clearly show the different movements for the proper care of the face, which adds to the sales of massage cream and toilet articles.

The strongest argument in selling a customer is an appeal to her thoughts; show her the way the different positions of massaging her face with the necessary articles, for these positions will be helpful to her. This special display should have a very rich velour curtain of green for a background, with a series of special fixtures to accompany each display. They can be finished in old gold or ivory.

The wax figure busts should be moulded of the very best quality of wax and should have very pleasing features, with detachable arms that can be placed in position as shown.

Each figure should be draped in a light pink or cream silk. In front of each figure should be displayed a jar of massage cream, etc., while the other fixtures can be used for the display of the other different lines of toilet articles.

I realize that these would probably be expensive displays to place at first, but they could be displayed from week to week in the different large cities, as I am sure that all department stores would be glad to use these displays in connection with special events, in their most prominent windows, with a suitable department display.



GOOD BACKGROUNDS

Backgrounds Are Stage Settings That Support Display Of Merchandise—Display Man Is Stage Manager And Advertising Man

J. C. Bodine

GOOD backgrounds must be made consistent in every way. The backgrounds are the stage settings that support the display of merchandise and the display man must have, and employ good methods in getting the most out of a display; the display man, being, as it were, a stage manager as well as advertising man.

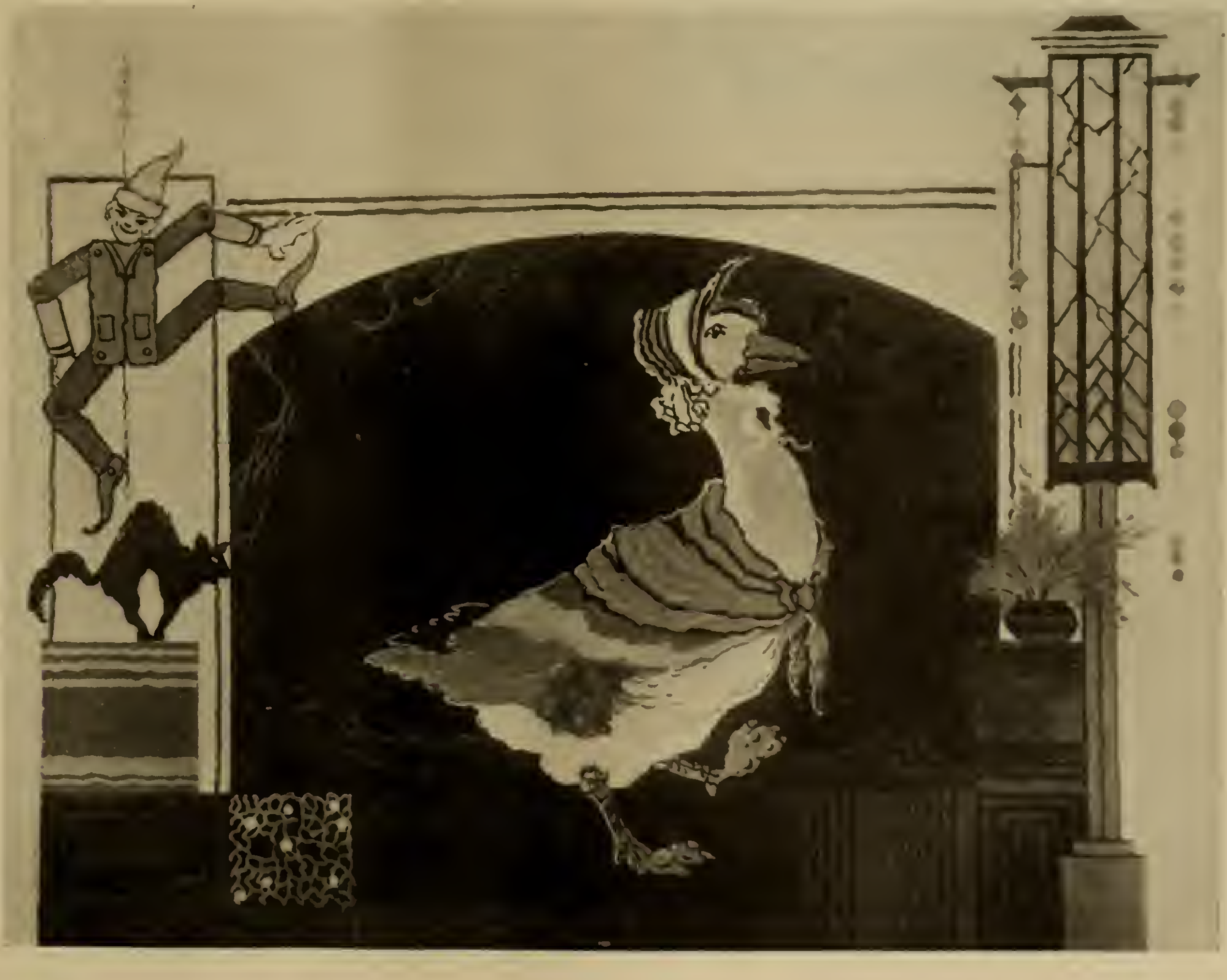
The Christmas decorations having practically been placed by this date it will be well to plan early for the showing of Spring merchandise. This means the eternal "hunt" for new ways of showing goods and arranging openings. In being consistent in display means that not only must we show merchandise in a new way, but we must make the entire ensemble more complete and richer in elegance.

To do just as well as you did before is not enough; you must continue to show a marked improvement. Things well done always bring the reward, and one must put everything into the work that is possible. You only get out of any problem just what you put into it. Hard, serious work on the part of any man will prove that the care and conscientiousness will result in success.

Do not be satisfied that second or third grade of work will get by with most people, for it does not. You cannot dazzle people with a lot of tinsel or confetti. You are selling to people that do not live in the tall grass. A rattle box may be all right to serve the baby, but grown-ups want something beside a lot of jingle.

And then it is not very complimentary to your trade to make a showing that expresses your own opinion of what you think they know. Do not underestimate the public. If there is a percentage of the buying public that do not know what good things are, they are perhaps ready to learn and you should help educate them. Live merchants usually succeed because they know of these underlying principles of business.

The conventional landscape or bird panel shown here are quite novel and emphasize the probable display of children's goods. Decorations of this order must be well done, however, in order to cleverly portray the spirit of the display.

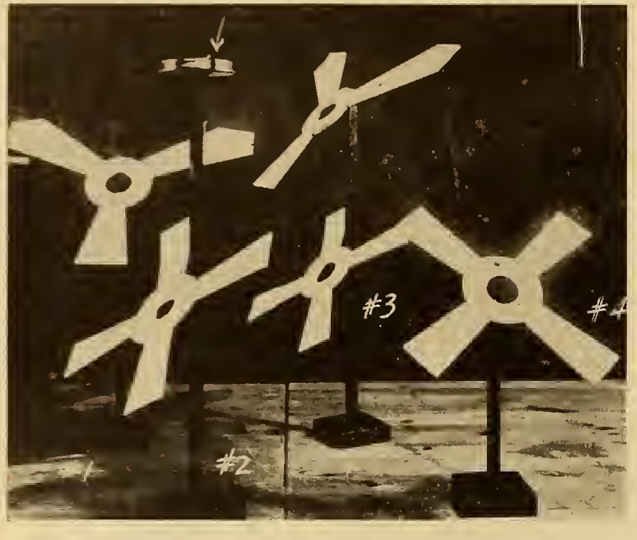


NECKWEAR SALE WINDOWS

Wonderful Growth Of Sales Due To Artistic Display —Display Man Should Be As Interested in Sales Of Merchandise As The Buyer—Practical Home-Made Fixtures

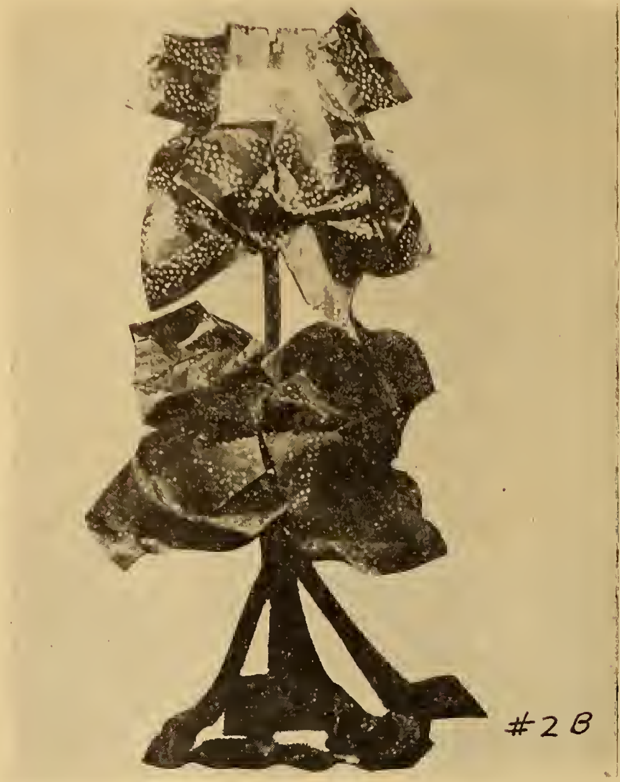
Clement Kieffer, Jr.

By the time this article goes to press, I will have put in my sixth semi-annual 95c neckwear sale for C. A. Weed & Co., Buffalo. I have seen these sales grow and grow and grow and it behooves me to know what to do, so that they continue to flourish and net my firm more profits, for that is, as Display Men, the function of our work and the part we play in the game of life.



We should be just as much interested in how much neckwear is sold as the buyer of the department and should be posted accordingly. And when you receive the records of how many scarfs are sold there is always a little personal pride that makes you give your windows another "little touch" —for windows are noticed by the public more and more every day and it will pay your firm and employer in dollars and cents for you to exert an added effort in arranging your merchandise before you put it on display. Have your buyer bring the neckwear to your department the day previous to the sale and arrange it on your collar blocks and other fixtures you have at your disposal. This will give you a general idea how you would like to balance your colors in the window, and moreover it will save you a lot of worry.

I have chosen to illustrate this article with photographs of our windows that brought very fruitful returns in the past, also illustrations of the home-made fixtures I used in these trims, showing how they look when "close up." Fig. 1 is a single unit with three paddles mounted on a standard 24 inches high. Fig. 2 is a combination stand—a four paddle made from composition board and attached to a standard 15 inches from the base. At the top of the standard is a collar block with a small slit (indicated by the arrow) on either side. These slits enable you to get a very heavy and artistic effect with two scarfs, as shown by Fig No. 2B. The scarfs are doubled and drawn through the slits until they are about 4 inches above the top of the collar. The small end of the scarf is brought up the back,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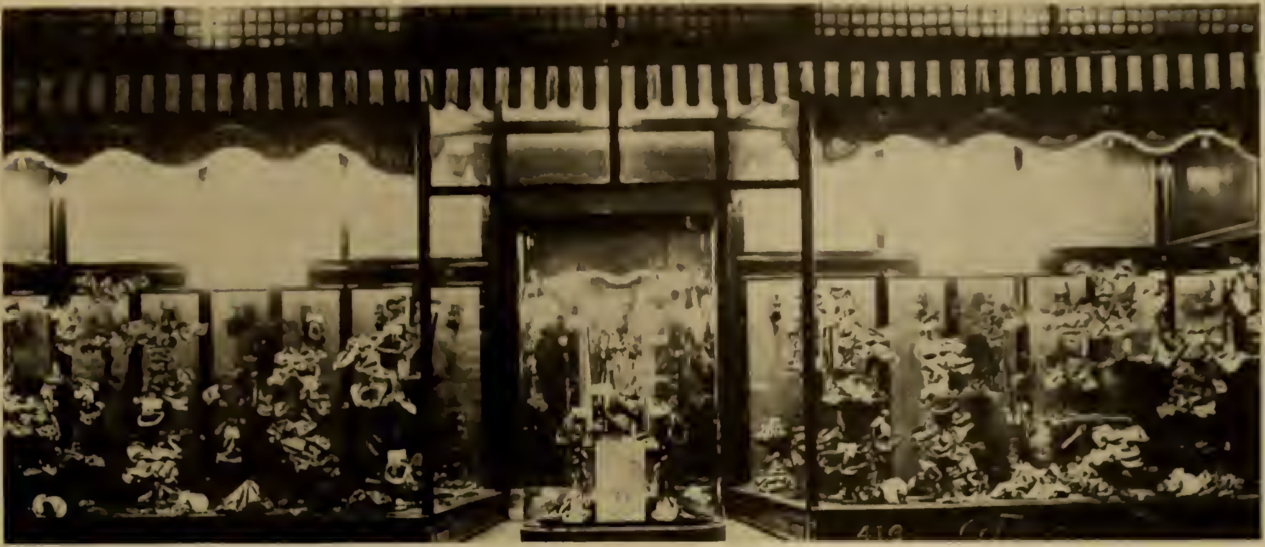


VIEW OF COMPLETED DISPLAY

given a twist and swung to either side—the ends are then opened and it will not be necessary to use any pins to keep them open.

Fig. 3 is a double decker having 4 paddles 15 inches from the base (same as Fig. 2) and a 3 paddle at the top. In trimming the top paddles fold the scarf double and just lay it over the paddle—open the ends.

Fig. 3A shows the scarfs arranged on the fixture. Fig. 4 is a single standard and when trimmed looks the same as the lower part of Figs. 2 and 3. On this stand insert the small end of the cravat through the opening, being sure to have the labels turned facing the back of the stand. Give these scarfs a single loop around the standard and cover the base by opening the small ends. The large or flowing end of the cravat should be blind pinned. Do not show any of the fixtures. Fig. 5 is an illustration of how these fixtures were put into use, showing an entire front given over to the sale of 95c neckwear. The background was of gold and the card is lettered gray and dark blue. A seven-foot composition board circle covered with gold paper was used as a rug in each window. Fig. 6 shows a close up view of one of the windows.

A good way to make the fixtures would be to sketch a model on lightweight cardboard and have them cut from composition board after the pattern at the mill. The cost is very small. A small block of wood ⅞x2 inches cut on an angle of 45 degrees is glued to the composition board, which in turn is screwed to the standard.

* *

Y. M. C. A. CLASSES

THE Y. M. C. A. of Baltimore, Md., is the most recent branch of the big association to institute classes for window decorators and show card writers. Classes in window display are held Monday evenings for a period of seven months, and the show card classes meet every Thursday for the same period. At the completion of the courses the Y. M. C. A. Employment Bureau will assist in securing suitable positions for the graduates.

In order to make these courses of great excellence, such artists as Milton Hartman, display manager for Brager's Department Store, Baltimore, and B. Harry Statter, show card expert for Brager's have been secured as instructors.

On the evenings set aside for window display instruction a model window will be placed in the classroom for the benefit of the students. This display will be executed by Mr. Hartman and every detail connected with the various displays will be explained by him. It is the plan of Mr. Hartman to occasionally take the students on trips of inspection when displays will be viewed and analyzed.

The Brager Department Store is heartily cooperating with the Y. M. C. A. and the students, and loans goods and materials so that the students will be afforded actual practice in the handling of merchandise for display.

AIDING THE MANUFACTURER

Wonderful Results Of Proper Window Display Recognized By Manufacturers—Most Large Concerns Now Have Window Display Department—Two Displays Of Nationally Advertised Products

Clarence E. Duff

EVERY year sees a larger number of manufacturers taking a keener interest in the proper display of their products in the display windows of their dealers or distributing agencies. They are fast beginning to realize the greatness of this important advertising medium.

The window display as an advertising medium doesn't stop with a beautiful illustration, artistic design, or a cold type description, but goes a step farther and offers the prospective customer an interesting visual examination of the article, its merits and advantages; and, perhaps, the display may even go so far as to demonstrate the article in actual use.

Manufacturers, seeing the wonderful results others have accomplished by the proper use of the display window, are beginning to form display departments under competent men and are strongly featuring window displays of their products simultaneously with their national advertising.

There are several different plans on which these departments operate. Some manufacturers employ expert display men who travel from one large city to another installing displays of their particular products wherever the manufacturer can induce his customers to appropriate a window for that purpose. Others have an advance display man who goes from one town to another placing local newspaper advertising and putting in displays just ahead of a crew of canvassers who make house to house visits taking orders which are later filled by the local dealer in whose windows the displays are placed.

Some manufacturers have a demonstrator who, on busy afternoons and evenings, when the streets are crowded, demonstrates his article in the window showing its many merits and how well it performs its intended work. Safety razor manufacturers are strong on this "stunt," while many cigar manufacturers send out expert card writers, who visit dealers and paint up the front glass of their show windows with signs in all colors of the rainbow advertising a particular brand of cigars.

The display departments of the larger manufacturers that have made the greatest success are those departments under the supervision of an expert display man, who, most generally, is a man that has won his "spurs" in some retail store, by hard work, careful study, close observation and a determination to win regardless of obstacles. He knows every principal of good display and from his wide experience and study has an inexhaustible knowledge of color, arrangement, composition, and line. He understands what is best adapted to this kind of a display, knows how to make a display that not only attracts favorable attention, but also brings *results*. He knows what materials are best for any desired purpose or effect and where they can be obtained. He understands the planning, construction and installing of appropriate backgrounds. You may rest assured that he doesn't spoil his display by having an elaborate setting when one of simple design is required, or a plain background when a better effect could be produced by a setting verging on elaboration. He doesn't forget that his product comes first, that the correct background is only a suitable setting which shows his product to better advantage than could be obtained otherwise.

These expert display men usually have their headquarters in the large cities, plan their displays, install them in special windows made to answer their purpose, and photograph them, sending to dealers these displays with the photograph and instruction how to set them up.

Other displaymen have headquarters in the large cities having display windows, on prominent streets, in which they make displays of their products. These displays are planned to create desire in the minds of the passing public to possess that particular article. This being accomplished by clever arrangements of the article in actual use or surrounded by an appropriate setting. These displays do not aim to make many direct sales, but to obtain general publicity for the article.

National advertisers and manufacturers are learning from experience that it is far better to secure a competent display man to take charge of their window display departments than to try to shift it on to the shoulders of the advertising manager. No doubt the advertising man is one of the best in the country and may have splendid ideas regarding display work. But those who can handle the work as successfully as a seasoned display man are about as numerous as displaymen who can take the chair of the advertising manager and make a big success from the start. In either case you must not only know the fundamental principles and have a good treasury of usable ideas, but also the knowledge of their proper application in order to mount the ladder of success.

The proficient, farsighted advertising manager and the clever, loyal display man, will work in harmony, either gladly accepting suggestions and ideas from the other, or any one in fact, using them when their merits are worthy and when it is for the good of the product to do so.

The display man is receiving more and more recognition every day. Instead of being considered a necessary expense, he is now known as the man who brings "home the bacon," a real business builder, and has his chair in the firm's council room alongside of the advertising man. His advice and counsel is considered as worthy and as important in a selling campaign as that of any member of the selling organization.

Today the manufacturer is not waiting for the display man, he is out seeking him, and while a greater percent of manufacturers are not large enough to maintain a permanent display department, yet he is beginning to look to the display man to help him plan a few displays that will aid him in offering to his customers suggestions in placing his wares in the windows to the best advantage and to the profit of both.

There is scarcely a city in the United States in which is employed a display man that has not a generous supply of manufacturer's advertising material. These materials offer to the live display man an opportunity to do a little extra work on the side, perhaps in the evenings, that should pay him well for his time and efforts.

The displays shown in the photographs accompanying this article are just such displays as are mentioned above. They were placed for The Northwestern Chemical Company, Marietta, Ohio, manufacturers of various chemical compounds for automobiles. These products are advertised in the leading magazines that have a national circulation and are handled by all reliable auto supply dealers in the country.

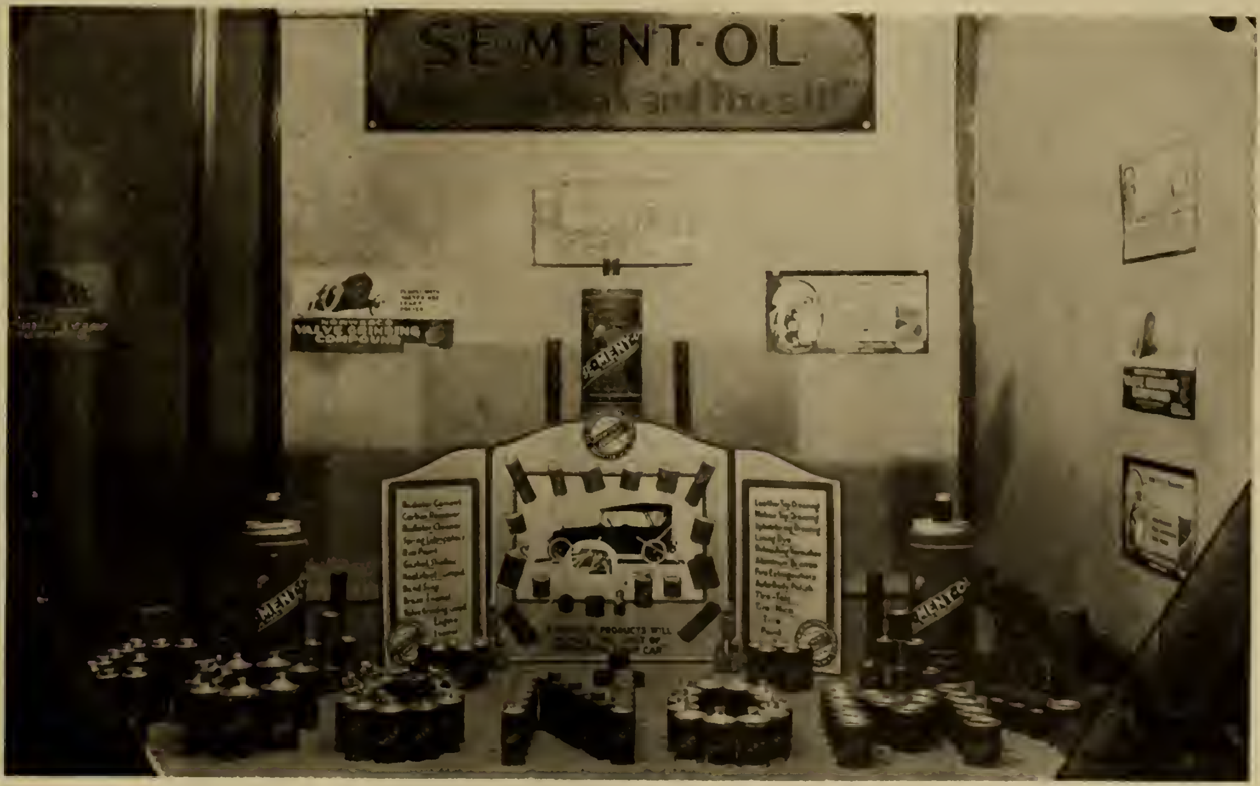
The advertising manager of the company approached me with these words:

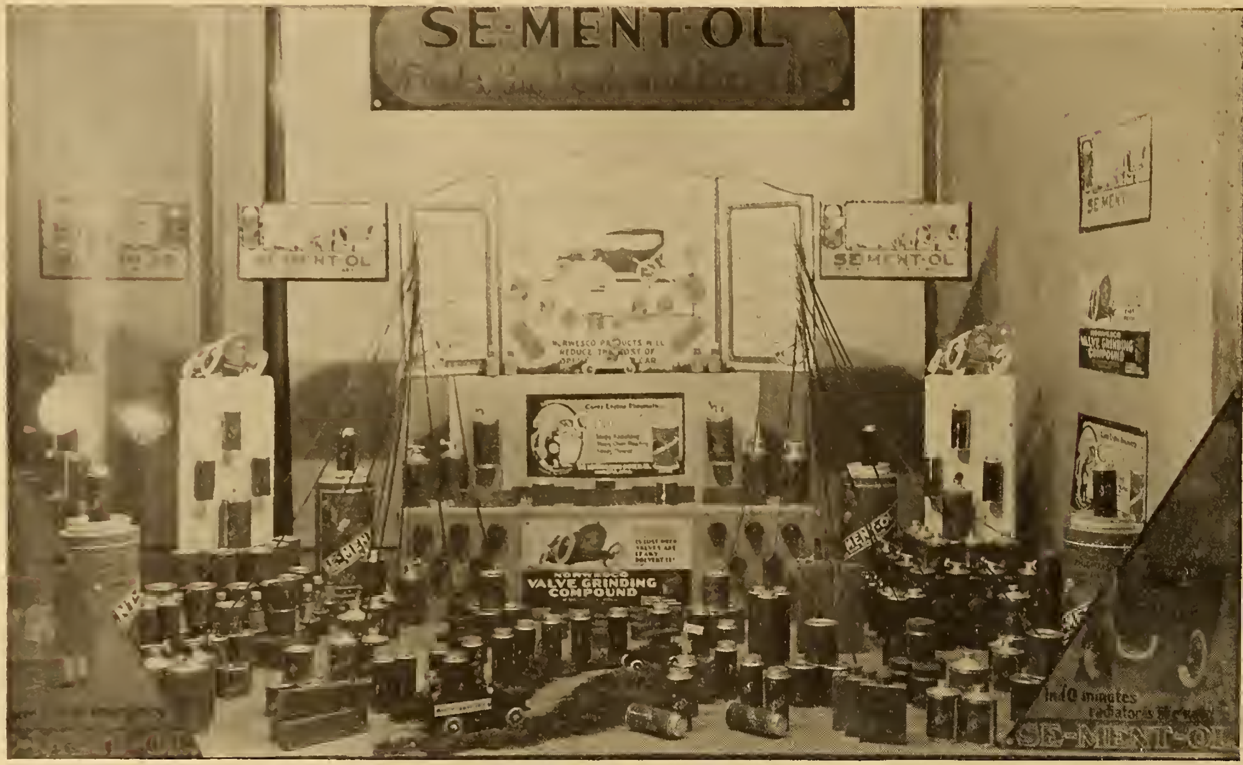
"Our monthly magazine, issued for the benefit of our dealers, goes to press next week. I've planned to offer a few suggestions on the matter of displaying our products in our dealers' show windows. We have gone to considerable expense in getting out some very attractive window display advertising matter, such as illustrated cardboard screens, cards, muslin signs, streamers, corner-pieces, etc. We have secured a display window down the street and would like to have you put in a few displays for us offering suggestions to our customers on using these window helps in displaying our products."

We went down and looked at the window. It was far from being ideal. It was too deep for its width, wider at the back than at the front, and one side was glass—splendid for reflection and, of course, poorly lighted. It was the only window available, so we had to make the best of it, for we had just three evenings in which to place the three displays and photograph them.

Several important things had to be considered in making these displays. They had to be interesting enough to attract the attention of passersby, yet as simple in arrangement as possible, or the dealer with little time and less energy might think it would require too much valuable time and effort to carry out any of the suggested ideas in his windows. We also had to provide for the small dealer who had a limited stock as well as one who might have a large stock and large windows.

In the first display we have used as little of the product as the size of the window would permit, but offering a suggestion for the dealer who has a small quantity of stock and a fair-sized window. The floor space is well taken care of by arranging the different products to spell the word "ECONOMY," which is a strong selling point in their advertising campaigns, and an arrangement which allows the prospective cus-





tomer an opportunity to see clearly and to read the lists of the different articles on the illustrated cardboard screen at the back. This was another important feature that had to be taken care of in each display. The screen, while serving for a background, had to be prominently displayed in such a manner that the reading matter on it would not be hidden from view—it was put there to be read.

The second display offers numerous suggestions for a display of unusual interest. The cardboard screen is placed on a double deck platform easily and inexpensively made of a couple of boxes and covered with felt or cotton flannel. Red ribbons run from the name of each article on the lists at either side down to a group of the article itself. On the top platform in front of the screen is a roadway constructed with moss and sand on which is a miniature racing car with driver in full racing costume. The lower platform is used for displaying Carbonox. To either side is a unit made in triangle step effect with a felt-covered panel at back on which is displayed several cans of the preparations; at the top of this panel is a cut-out, cut from one of the window cards, of a high-power racing car, which appears to be coming right "over the top." This unit also offers a good suggestion for a counter display. Perhaps the most interesting part of the display, and that part which strongly emphasized the product, is the featuring of it in the front center of the display. A suggestion of a roadway, which was outlined with green moss, with here and there a few sprays or twigs, was given prominence by being fenced in with rows of "sementol" cans. Near the farther curve in the road may be seen an automobile in distress; the "man" (a small doll) with his coat and hat thrown to one side, can be seen on his back under the radiator of his car, trying to fix the leak in the radiator, evidence of the leak being shown by a few drops of oil under the car, giving the effect of a puddle of water from his leaking radiator. (These little but important details do not show in the reduced photograph.)

It is a pretty difficult matter to display a large number of different products in such an arrangement that each will get its share of attention and at the same time forceably feature two or three leaders. I believe that this display comes very near accomplishing this difficult feature.

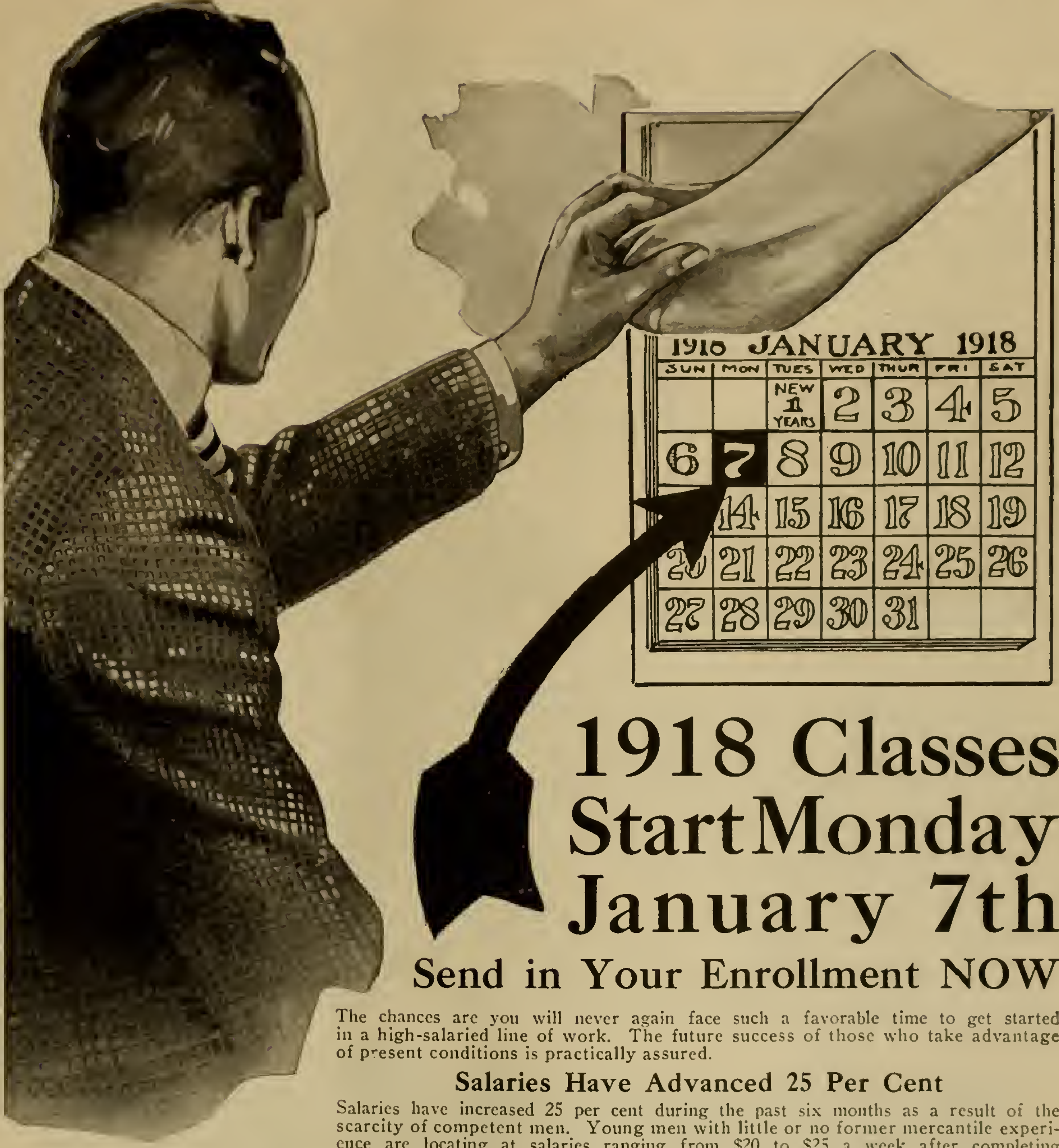
These displays tend to show what can be done at little expense by the ordinary display man in helping the manufacturer help the dealer to help himself.

* *

MR. SMITH DEMONSTRATES

GEORGE A. Smith, display specialist of New York City, whose articles appear exclusively in Merchants Record and Show Window, was a feature speaker at the convention of the United States Tire Company salesmen, held at Detroit October 30, 31 and November 1st.

In connection with his talk Mr. Smith placed three displays of tires in a dummy window which rested on the platform. He brought out the value of the window for displaying tires, how to go about the decorating of windows, where to secure the materials, and how to properly make use of them. He showed how to use the dealer helps separately and in conjunction with other decorations.



1918 Classes Start Monday January 7th

Send in Your Enrollment NOW

The chances are you will never again face such a favorable time to get started in a high-salaried line of work. The future success of those who take advantage of present conditions is practically assured.

Salaries Have Advanced 25 Per Cent

Salaries have increased 25 per cent during the past six months as a result of the scarcity of competent men. Young men with little or no former mercantile experience are locating at salaries ranging from $20 to $25 a week after completing their training at the Koester School. Men with former experience are receiving $30 to $40.

Opportunities Are Practically Unlimited. Results Immediate and Permanent

An eight weeks' course of intensive training at the Koster School will qualify you for a good position as Display Manager, Advertising Man and Card Writer; or, any combination of these subjects that you may choose. When you enter the Retail Publicity field, your opportunities for future advancement are practically unlimited. The margin for growth is wide and the reward well worth your best efforts.

First 1918 Class Starts Monday, January 7th

The coming year bids fair to be the most successful yet from the student's viewpoint. With every condition favoring you, it will pay to make an extra effort to start with the first 1918 class, Monday, January 7th.

The KOESTER SCHOOL

With Which Is Consolidated the Economist Training School of New York

215 South Market Street - - - CHICAGO

THE INSTRUCTION DEPARTMENT OF THE

Dry Goods Reporter.. .....Chicago Dry Goods Economist ....New York The Drygoodsman........St. Louis The Pacific Coast Merchant ..San Francisco

ASKED AND ANSWERED

Fixtures for Grocery Store

MERCHANTS RECORD AND SHOW WINDOW, CHICAGO, ILLINOIS.
Asked and Answered Department:

We are contemplating new fixtures for a first class grocery store. Kindly recommend concern handling nice line of fixtures for same. Yours truly,

C. E. H.
North Platte, Nebraska.

Answer—The Wilmarth Case Company, 1524 Jefferson Avenue, Grand Rapids, Michigan, will satisfy you in this line, and the concern is undoubtedly one of the best.

* *

Designs on Panels

MERCHANTS RECORD AND SHOW WINDOW,
Asked and Answered Department:

As we are remodelling our show windows in a panel effect, which are 36-70 inches and in the center panel desire some fancy design or relief work, we are writing to this department for information as to manufacturers making what we are looking for. Any information will be greatly appreciated, and thanking you in advance, we are

Respectfully,
R. C. Co.

Answer—We refer you to the advertising pages of this journal. There are at least seven concerns, any one of which would satisfy, whose advertisements appear in this issue. MERCHANTS RECORD AND SHOW WINDOW heartily recommends its advertisers.

* *

Valances, Panels and Drapes

MERCHANTS RECORD AND SHOW WINDOW,
Asked and Answered Department,
Gentlemen:

Will you kindly advise through the "Asked and Answered" column where I may purchase valances, panels and drapes. Of course I know of many houses, but desire to purchase from the best, hence this letter. Who carries largest lines? Yours very truly,

J. E. M.

Answer—You will be thoroughly satisfied with materials and service of Curtis-Leger Fixture Company, 237 West Jackson Blvd., Chicago; National Decorative Co., Inc., 538 Federal St., Camden, N. J., and The Window Decorative Works, 1250 W. Fourth St., Cleveland, Ohio.

* *

Using Price Tickets

MERCHANTS RECORD AND SHOW WINDOW,
Chicago, Illinois.
Asked and Answered Department.

Will you kindly give your opinion of the most advisable and profitable use of price tickets on clothing shown in windows?

G. B. CO.,
Alliance, Ohio.

Answer—Display men will always differ on the question of the use of price tickets. No doubt there are times when price tickets should be placed on merchandise, absolutely so in case of sales. However, when price tickets are used they should be very small and neat. The writer opposes the use of price ticket on high-class, expensive materials, but advises its use on popular priced merchandise. For example: One of the largest and best men's clothing houses, and located in Chicago, uses price tickets on suits, coats, etc., selling for not over $25.00. On merchandise selling for more than that figure price tickets do not appear. In case a window is given over to merchandise of one price, a neat card or poster, giving price, should be used.

* *

Practical Ornaments

MERCHANTS RECORD AND SHOW WINDOW,
Asked and Answered Department.

Will you kindly inform me where I may secure ornaments for panels and background borders? I refer to wood or papier mache ornaments. Trusting to find information in November issue of MERCHANTS RECORD AND SHOW WINDOW, and thanking you, I am, Yours very truly,

W. J. M., Weyburn, Sask.

Answer—It is difficult to obtain models for making molds, but such may be purchased from firms making decorative supplies. Where ornaments are desired, it has been found more economical and practical to use wood carvings, such as manufactured by the Ornamental Products Company, 52 Fourteenth avenue, Detroit, Michigan. These carvings are known as Lignine (Wood) carvings. The above mentioned concern would be pleased to send samples and price list.

* *

A Few Questions

MERCHANTS RECORD AND SHOW WINDOW,
Asked and Answered Department.

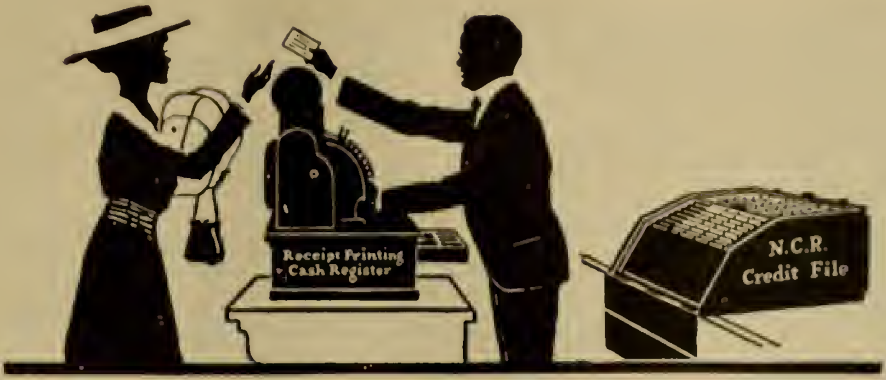
1. Kindly advise how to retain the shape of the red sable hair brushes (chisel point type) used in card writing. After the brush is used the fine hairs of the chisel point do not hold together.
2. What is best time to photograph show windows?
3. Please tell me all about I. A. D. M., how to join, fees, etc. Is there a branch in Philadelphia? Thanking you.

L. B., Philadelphia.

Answer—1. If your brush does not hold its shape after using would advise that you get a new one. The brush is defective.

2. Windows should be photographed late at night for best results. See that there are no glaring lights across the street which would reflect in your window. Do not attempt to photograph windows on rainy or windy nights.

3. Complete information regarding I. A. D. M. will be cheerfully given by P. W. Hunsicker, secretary, 123 Dwight avenue, Grand Rapids, Mich. We suggest that you join this splendid organization.



Up-to-date System for Retail Stores

Electrically Operated National Cash Register

Great labor-saving machine for retail merchants.

It does 15 things in three seconds.

It does quickly what clerks can't do.

Tells which clerk sells the most goods.

Advertises your goods direct to your customers.

The New N. C. R. Credit File

Cuts out all bookkeeping of customers' accounts.

No customers' ledger, blotter or daybook.

Every customer's account balanced to the minute.

Complete record with one writing.

Saves time and work for clerks.

Customers like it; it saves their time.

Prosperity is increasing. Freight congestion is growing greater. Hence don't delay.
Order now and get the profits which our system will make for you.
It more than pays for itself out of the money it saves. Sold on small monthly payments.
Old cash registers repaired, bought, sold, rebuilt and taken in exchange for new registers.

GROCERY
DRUGS
HARDWARE
BANK
BOOTS & SHOES
FURNITURE
CLOTHING
GROCERY
DRUGS

Adapted to retail stores of all kinds, from the smallest to the largest

---

To Dept. 174-A, National Cash Register Co., Dayton, Ohio

Please send me full particulars of your
latest model cash register and the new
N. C. R. credit file.

Name______________________________

Business______________________________

Address______________________________

Get the benefit of these prosperous times

Cut out this coupon and mail it today

CATCH PHRASES

SNAPPY EXPRESSIONS FOR SHOW CARDS AND ADVERTISEMENT HEADINGS—SOME ARE ORIGINAL, SOME BORROWED—ALL ARE SHORT AND TO THE POINT AND BOUND TO ATTRACT ATTENTION

OUR CUSTOMERS WILL NEVER BE DECEIVED BY IMITATION.

* * *

FOR THE BOYS OVER THERE—WARM THINGS TO WEAR.

* * *

THE NOVEMBER FREEZE FINDS US ALL READY—ARE YOU?

* * *

WHAT DO YOU BUY IN OUR CLOTHES? YOU BUY QUALITY, SATISFACTION AND REPUTATION.

* * *

THE CHILDREN ARE COUNTING THE DAYS UNTIL CHRISTMAS—BUY HERE—TOYLAND OPENS TODAY.

* * *

THAT LITTLE CHAP NEEDS WARM WINTER CLOTHES—GET THEM NOW.

* * *

THESE GOODS ARE FINE—THESE GOODS ARE STAPLE, AND THE THINGS MOST WANTED NOW.

* * *

DESPITE TROUBLED WATERS IN THE ATLANTIC AND A SCARCITY OF FINE BRITISH WOOLENS, WE ARE TO THE FORE WITH THE FINEST ENGLISH-MADE COATS.

* * *

FEW MEN REALIZE THAT IT COSTS NO MORE TO BE INDIVIDUAL IN THE SELECTION OF CLOTHES THAN IT DOES TO BE "JUST AVERAGE."

* * *

THESE THINGS GO TO MAKE MEN'S FASHION TODAY—THE MILITARY NOTE, VIM, ORIGINALITY AND A REQUISITE MEASURE OF GOOD TASTE.

* * *

SWING INTO LINE TODAY—INSPECT OUR SPRING DRAPERY DEPARTMENT—BEST VALUES—DON'T WAIT UNTIL SPRING.

* * *

IS THIS A POPULAR STORE? WELL, WE HAVE THE PATRONAGE OF THE CLASSES AS WELL AS THE MASSES.

CHARMING STYLES AND MATERIALS THAT STAND FOR WARMTH AND SERVICE, CHARACTERIZE THESE COATS.

* * *

WE QUOTE NO FORMER PRICES IN OUR ADVERTISING—WE WANT YOU TO BE THE JUDGE—WE THINK YOU ARE THE BEST JUDGE.

* * *

SPEAK QUICK!—POSSIBLY AGAIN—PROBABLY NEVER AGAIN, THESE SHIRTS AT THESE PRICES.

* * *

SERVICE!—SERVICE!—THINGS BOUGHT HERE MUST BE RIGHT OR MONEY REFUNDED WITH A SMILE.

* * *

THERE MAY BE OTHER SUITS AS GOOD, BUT NOT FOR THE PRICE YOU PAY HERE.

* * *

TO POPULARIZE THE MEN'S SERVICE STORE WE OFFER THESE UNUSUAL BARGAINS.

* * *

FOR THE MAN WHO CARES—SHOES OF HIGHEST QUALITY, LATEST STYLE AND AT VALUE RECEIVED PRICES.

* * *

IT IS BECAUSE WE HANDLE SUCH GOOD SOUND SHOES AT SUCH LOW PRICES THAT OUR STORE IS ALWAYS SO HUMMINGLY BUSY.

* * *

WE ARE SELLING CLOTHES TO MANY A MAN TODAY WHO CAME HERE TO BUY CLOTHES WHEN HE WAS A BOY.

* * *

FEW CLOTHES NEED THE STAMINA THAT BOYS' CLOTHES NEED—CHOOSE CAREFULLY AND CHOOSE HERE.

* * *

WHAT WE TELL YOU ABOUT THESE SUITS WE KNOW TO BE A FACT—WE MANUFACTURE THEM.

* * *

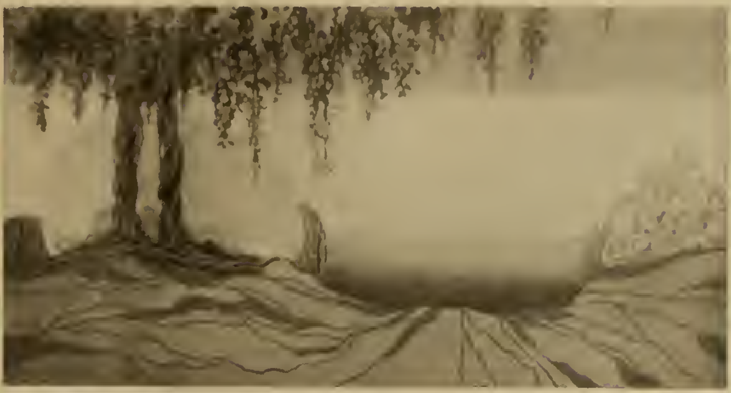
JUST CONSIDER—PURE SATIN-STRIPED TUB SILK SHIRTS AT $2.25 EACH—WE KNOW YOU LOOK TO THIS STORE FOR QUALITY AND VALUE.

* *

WHY LET OUR FRUITS AND VEGETABLES GO TO WASTE? GET BUSY, HOUSEWIVES, AND GET OUR CANNING AND PRESERVING OUTFIT.

Above head of young man is about life size, finely modeled and cast. Very good to use in arranging a setting for clothing display, or a patriotic window.

Price, plain white, each $4.00
Painting, $1.00 extra.



FOR SPRING

You will need decorations of a very consistent nature and the above cut will give you an idea of our class of work.

The above painting is very decorative, done in beautiful spring tones, and with proper setting will make a handsome backing for your ladies' gowns and spring suits. We have unlimited variety and can give you a very seasonable figure on this line of decorative paintings.

Will furnish upon application drawing for the framework, etc., that should be used with painting.

Above woman's head cast in plaster Very good looking to use in building a decorative setting in window, displaying ladies' wearing apparel.

Price, each, plain. $4.00
Painting, $1.00 extra.

Install a Patriotic Window

Keep Moving with the times

Above figure of Bride stands about two feet high, base measure 9"x9". This is a finely modeled piece of work and they are cast in Alabaster, a very hard material. Painted in soft cream gray tone. These figures can be used to very good advantage on small platform or pedestal in a Jewelry display. Keep them in mind for the June Bride windows. Price, each..........$12.00

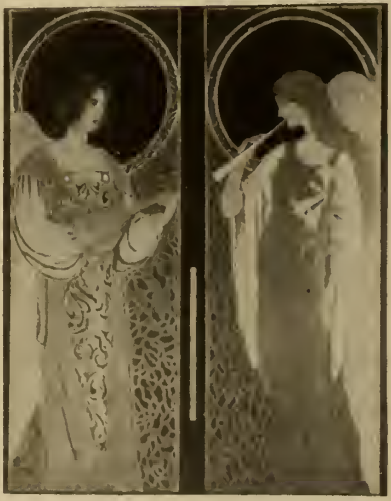
The above cut is an exact reproduction of the plaster relief eagles we are offering at a very low price.

For patriotic displays these eagles are just the thing to use at top of panel in show window or to suspend above cases in store or to use in decorating pillars in main aisle of store. An eagle of this kind at top of window with flag suspended below suggests a convenient way in which to add a touch of "the moment" to your windows.

Size 9½x34 inches.

Done in Roman gold or ivory white.

Price, each ....$ 2.75
Per dozen 30.00



Above figures are made on "cut-out" Apron Board and are very carefully done. They offer a fine suggestion for your Easter Windows.

Sizes 3 ft. wide by 7 ft. high, each. $20.00

Do Not Fail to Visit Our Show Rooms and Studio When in Chicago

The BODINE-SPANJER Co

Designers and Manufacturers of Decorative Backgrounds for Show Windows

1160 Chatham Court, Chicago

Phone Diversey 2585

To get to our studios, take Larrabee Street car, on Dearborn Street (down town), go north, get off at Division Street, and walk one block west to Chatham Court.

MR. GEO. A. SMITH, Eastern Representative, 1777 Broadway, New York City.

PRESIDENT, HARRY W. HOILE,
Care McCreery Co., Pittsburgh, Pa.

SECRETARY, PERRY W. HUNSICKER
123 Dwight Ave., Grand Rapids, Mich.

TREASURER, WILLIAM H. HINKS,
John W. Thomas & Co., Minneapolis, Minn.

An Organization for Business Education

INTERNATIONAL ASSOCIATION of DISPLAY MEN

A GROWING PROPOSITION

THE Window Display Contest held annually at the Display Men's Convention has created so much interest among the profession that the increasing number of photos entered has outgrown the capacity of the Committee on Awards for judging them in the short time during the Convention. It is therefore necessary to plan ahead in order that all photos will receive fair judgment to which they are entitled. We must arrange so that there will be plenty of time for the judges to render wise decisions. There are so many preliminary details to be taken care of in connection with the Contest that four days are not sufficient time to classify photos and award the prizes.

We are trying to improve on the old system and we must have the co-operation of all members. We have plans afoot for the improvement and we want suggestions from the members so that we may embody the ideas of the masses (rather than a few) in our efforts. Just a hint as to our plans. Suppose we have all the photos sent to New York before the Convention and have them judged by a competent Committee so that when the Convention starts the awards will all be (Ready To Serve) so to speak. Just think how much confusion this will save, to say nothing of the accurateness with which the awards can be made. Does this arrangement seem practical to you or have you a better scheme? At any rate let your President hear from you. Let us work in harmony and accomplish things worth while. Let us work for a larger and better Association, one that will make the whole world sit up and take notice. Are you with me boys? Well, I am with you and for you, now and all the time. So don't forget the slogan. "Two Thousand Strong In New York."

HARRY W. HOILE, President.

A PRIZE FOR SOME ONE

A PRIZE awaits the member who entered a photograph of "Jap Rose Soap" at our recent convention. The photograph must have been registered wrong as my register reads that it was entered by J. E. Hancock of Charleston, W. Va. But Mr. Hancock claims it is not his display. Will the member who entered it kindly communicate with me at once. It is purely a "Jap Rose Display" and a good one and the judges thought enough of it to give it a first prize.

Also a first prize medal awaits E. W. Calvin. This was mailed to him at Springfield, Ill., and same was returned to me. I have been unable to get Mr. Calvin's present address. If he will communicate with me I will gladly mail the silver medal to him again.

There is also some question regarding the second prize for handkerchiefs. The judges reported this award to "n h." I believed it was intended for "u h" and so gave Fritz F. Johansen the credit for it. But Mr. Johansen claims he had no photo of handkerchiefs entered in the contest. There being no "n h" registered in the nom-de-plumes I have been at a loss to locate the winner. I hope, however, to be able to determine this when I receive all the photographs and look them over.

1,100 photographs to sort, unmount and remount and bind into albums has been some job, so I trust the members will understand the tardiness in getting this matter all complete. However, each year we are able to learn a little more. In the future we will do away with nom-de-plumes entirely and will register all photographs by number. This will also do away with the uncertainty regarding photographs. A number of the members inclosed their envelopes containing their nom-de-plume with the package, while others sent it under separate cover. So that in this way we missed the comparison and lost track of a few of the names, but with the exception of the above "n h" and "Jap Rose" we are now set. Any one able to lend any light on these, kindly communicate with me at once.

Very truly yours,
P. W. HUNSICKER,
Secretary.

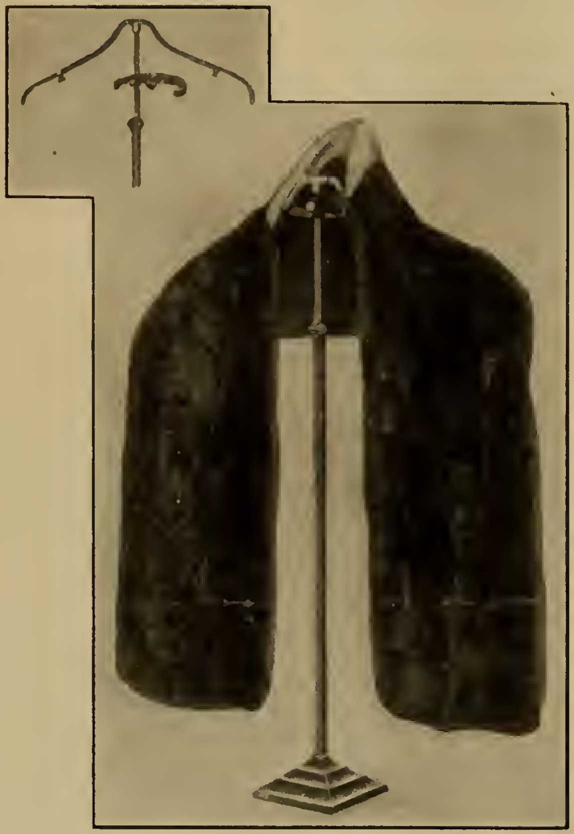
MAKE GOOD OUR PROMISES

JUST about now I think a few lines regarding organizing clubs in the various cities would not

Palmenberg

GREAT FUR SEASON EXPECTED

Get ready with proper fur-display equipment for window salesmanship.



No. 86P

STAND FOR LONG BROAD PIECES

Standard square tubing; handsome Colonial base to match. Adjustable semi-circular bracket, (see small cut). Sets off neck part. Adjustable extension side-arms support shoulder parts. Extension standard gives proper height for graceful hang.

In addition we offer several new stands for various styles. Muff stands, brackets, hangers, racks, etc. A great variety of novelties and staples.

CATALOGUES OF ALL DEPARTMENTS OF OUR BUSINESS SENT PROMPTLY UPON APPLICATION

J. R. PALMENBERG'S SONS

63 - 65 WEST 36th STREET, N. Y.

Boston: 30 Kingston St.

Baltimore: 10 - 12 Hopkins Pl.

Pittsburgh: 723 Liberty Ave.

"What a Beautiful Show Case"

That's your first impression of an Illinois Case. Yet beneath this surface beauty are hidden qualities that can spring from but one possible source—honest endeavor.

This explains why Illinois cases retain their sightliness with just average care, for time indefinite.

Let us tell you more about them.

There is a case for every requirement.

Illinois Show Case Works

1729-37 North Ashland Ave., CHICAGO

While Planning Your Holiday Windows

Consider What LIGNINE (WOOD) CARVINGS Will Do For Them

They will add greatly to their appearance. It will pay you well to consider the use of LIGNINE (WOOD) CARVINGS as the ornamentation of your Holiday Windows.

Will simplify your work. Are easily attached.

Costs but little — will make your WINDOWS LOOK GREAT.

If you carefully study the designs shown in our catalog, they will SUGGEST to you Ideas, which when carried out on the backgrounds and screens, will make your Windows striking—Windows Beautiful.

In our No. 8 catalog you will find Capitals, Pilaster Capitals, Brackets, Shields, Scrolls, Heads, Drops, Corners, Claw Feet and designs of the Old Periods.

SEND FOR IT AND A FREE SAMPLE.

Ornamental Products Company

52 Fourteenth Ave.

Detroit, Mich.

come amiss. for when this article goes to press we will be thinking of the New Year. The New Year requires a new outlook. It should bring new opportunities and it should surpass all the standards of previous years. Let us make it a mighty successful year and start with the proper confidence. Let us resolve. each and every one of us, to talk affiliation with the I. A. D. M. to at least one man in your city. If your city warrants it, organize a branch association.

Let us pledge ourselves individually to support this I. A. D. M. by sending the name of the man to whom you talked to the secretary. He will immediately correspond with him and send literature and information regarding the benefits that are derived from this association. The clock in the tower will soon be striking the hour. The New Year will be born. A New Year full of promises and pledges. Make it your New Year of promises and fulfill each and every pledge you make. Let us start an honor roll of all the new display men who have become affiliated and keep their names posted through the year—the year in which we promised our president an organization of 2,000 strong. Who will start this campaign?

Sincerely yours,
Clement Kieffer, Jr.,
First Vice-President, I. A. D. M.

NEW LOCAL AT MIAMI, FLA.

A SMALL association has been organized in Miami, Fla., but what this association lacks in numbers it makes up in enthusiasm. H. H. Kleinman was the moving spirit that started things and got the display men lined up and sent in a charter application for membership to the I. A. D. M.

The International Association welcomes the Miami association and hopes to see many more added to its list at its next regular meeting.

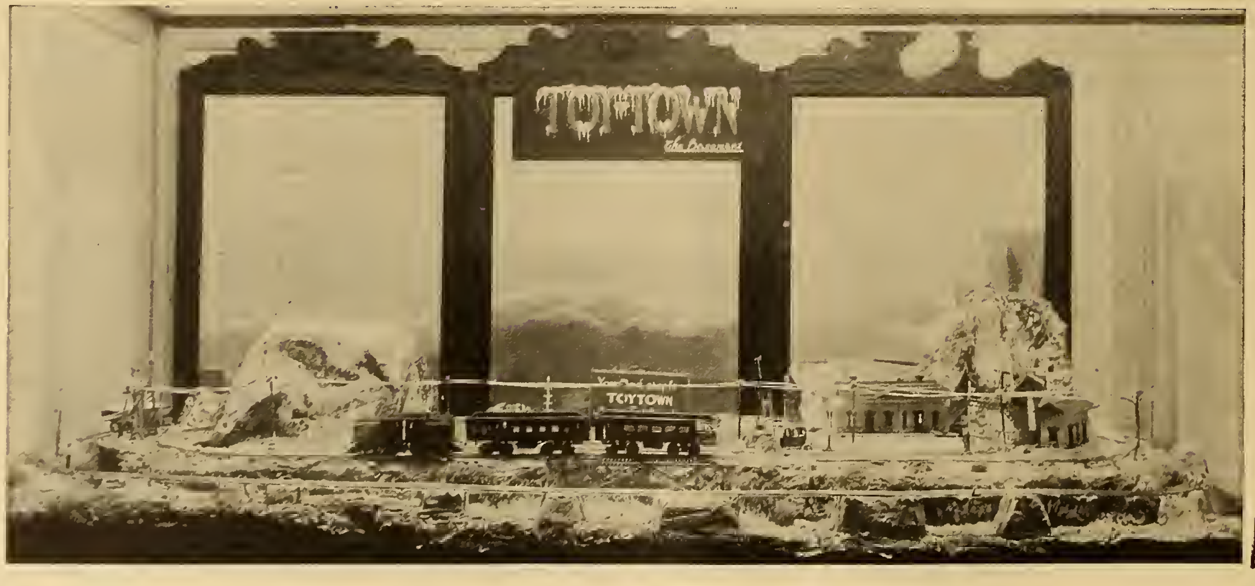
Pittsburgh, Pa., is also busy and have fifty names on their list for an association. There have been efforts for a long time to get an association started in Pittsburgh and now with President Hoile there it should be an easy matter.

During the last few weeks we have also received many inquiries and hope to add many more members to the list before the year 1917 rolls out of existence. Statements have been sent to all members in arrears and to any who have not received theirs I should deem it a favor if you would drop me a card of your whereabouts. So many members change addresses from time to time it is impossible for your secretary to keep up with the procession.

There have been many calls for help from all parts of the country and any members desiring to better their positions or opportunities will do well to file their wishes with the secretary so that it may be convenient whenever we have a call for a display man.

Enroll now if you are not already a member and help boost the organization that is boosting your profession. There are many benefits to be derived by membership in the organization of your profession. The Display Advertising game is improving all the time. Better salaries are being paid and men who have any ability at all are making a mistake in keeping on the outside. Join now and be a booster. Send your name and address and I will mail you an application blank and other data that will be of interest to you. Do It Now.

P. W. Hunsicker,
Secretary.



MECHANICAL TOY DISPLAY BY E. S. TRINKLE, ERIE, PENNSYLVANIA.

January Clearance Sales

Forget the Christmas Rush Long Enough to Plan Your January Business

Of course, YOU will hold a January Clearance! You will want to unload your fall and winter slow sellers and "mistakes." You will want to clear out small lots. You will want to turn winter stocks into money to finance spring purchases!

The Economy Service has developed a *complete campaign* for the January Clearance for the use of one merchant in a town. It embraces cuts, copy, posters, posterettes, plans, ideas—in fact, everything needed to make the event a rousing success.

Send the coupon NOW for full details. It doesn't obligate you in the least.

The Economy Service
231 West 39 St. New York

Affiliated with the Dry Goods Economist

The Economy Service
231 West 39th St., New York

Send us free full details of your January Clearance Campaign for retail stores.

....

....

....

Merchandise Exhibits

List of Contents in Wool Exhibit

1. Australian Wool
2. English Wool
3. Merino (Spanish)
4. Merino (American)
5. Cross-Bred Wool
6. East Indian Wool
7. Scoured Wool
8. Alpaca Wool
9. Angora Wool
10. Wool Noil
11. Wool Sliver
12. Woolen Yarn
13. Worsted Yarn
14. Woolen Cloth
15. Worsted Cloth
16. Flannel
17. Alpaca Cloth
18. Mohair
19. Shoddy
20. Wool Felt
21. Lanolin

will assist your salespeople in the study of materials which enter into the articles they are selling.

These exhibits will give them clean cut, definite, permanent knowledge in a most effective manner.

The descriptive matter accompanied by these exhibits in each case is carefully and clearly studied so that the most inexperienced salesperson in your store may understand each supplement thoroughly.

Each exhibit consists of genuine material (positively no substitutes are used). The supplements are securely fastened and cannot become separated from the descriptive matter. These exhibits will last you for years. Each supplement is numbered and printed on the inside of the top of the box, where you will find corresponding numbers with explanatory paragraphs, together with geography and history of the subject.

Send your trial order today for one or more of the Merchandise Exhibits at $6.50 Each.

LIST OF EXHIBITS

Gold
Copper
Wood Product
Tanning
Aluminum
Glass
Flax, Jute
Hemp, etc.
Woods
Flat Furs
Hat Making
Paper
Sponges
Leather
Long Furs
Asbestos
Wool
Silk
Cotton

THE GRAPHIC INSTRUCTOR

·INSTRUCTION·DEPARTMENT OF THE DRY GOODS·ECONOMIST·
·231-241 West 39 St...New York·

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS —WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS—WORK THEM OVER TO SUIT YOURSELF

A Whisper From Paris Has Started a Velvet Season—Velvets for handsome street costumes, rich deep toned velvets for reception frocks and the softest, most brilliant chiffon velvets for evening gowns. There is already here a most remarkable assortment of 41-inch chiffon velvets in eighty shades at $6.50 a yard, and still other shades are arriving. We are sure there is no assortment of chiffon velvets in this city to equal this one. New shades of paon velvets have arrived, suitable for millinery and trimmings, 19 inches wide, $2 and $2.50 a yard. New heavy black suiting velvet, 41 inches wide, and specially priced, $5 a yard.

Sale of Washable Blouses—Practical things made of voile and organdie. Also a few of excellent linen. They are trimmed most charmingly in laces, embroideries, set-in medallions and pin tucks. The ones of linen have pique collars and are finished with large pearl buttons. They are dainty yet serviceable; 25 dozen beautiful blouses. There are many styles from which to choose. Reduced for Thursday morning—$1.19.

Any Number of Pretty Blouses—Cut in extra sizes for a woman to choose from. There are lingerie blouses, blouses of silk or crepe with pretty trimmings used cleverly to give a longer, slimmer line. All in sizes 44 to 54. From $3.50 to $5.75 there are fine voile waists trimmed with Valenciennes and imitation filet laces and some hand-embroidered. At $5, $5.50 and $5.75 good quality crepe de chine blouses, plain tailored with simple tucking, or more elaborate with hand embroidery for trimming. In white, flesh color, navy and black. At $8.50 a lovely Georgette crepe in flesh color, white or navy, has bands of satin and embroidery to trim it.

Veilings—A large assortment of black net veilings in bordered, dotted and scroll designs. Diamond and hexagon meshes. All the newest styles. 75c to $2.50 yard. Taupe, brown and purple veilings in bordered, dotted and scroll designs. 75c to $1.75 yard. Drape veils, round and square, in embroidered and dotted designs. Dusky, navy, taupe and black. $2.75 to $4.50.

Warm School Coats That Little Girls Will Be Proud of—The coat that a little girl will wear to school this Winter should be chosen with the utmost care, as it is the one thing she will probably wear most. Good material and good workmanship are first essentials. A good coat of tweed is lined throughout and buttons high at the neck; the belt and the deep pockets are features a girl likes. 6 to 10-year sizes, $5.75. For girls of 8 to 16 years, there is the coat sketched. Of warm coating, it is lined throughout and has a storm collar and deep pockets, $8.50. A charming little coat that we have had made up in several materials is cut with a high waist which is always so becoming to the younger generation. In corduroy it is $6.75, in plush or zibeline it is $8.50. Other coats for girls and juniors are priced up to $33.75.

Cravenetted Tweed Coats for College Girls—Coats to wear on rainy days, when they'll keep a girl warm and dry, and look smarter than the average raincoats; coats to wear on clear days or stormy days, or all through the Winter with a jacket beneath—that's how useful these new coats will be. They're of roughish English tweeds, in grays and greens and browns, trim, good-looking coats in sports style, with convertible collars, belts, large patch pockets and big bone buttons. 14 to 20-year sizes—$22.50.

These Stockings for Women—Are all in extra sizes, at 40c pair. Durable black cotton hose with unbleached soles. Mercerized lisle hose in black or white, with reinforced feet. At 60c pair—Full-fashioned black lisle hose with strong garter tops and durable reinforcing at all wearing parts. One style has split sole. At $1.50 pair—Black or white full-fashioned silk stockings with reinforced feet and garter tops.

Cotton Crepe Kimonos, $1—Plain color crepes, Empire model, gathered on elastic at the waist, sailor collar, short sleeves. $1.95—Plain color crepes; one new model to wear over a nightdress, with a Camille top, open under arm, sleeve effect, hemstitched and with tassel, neck and front bound with satin ribbon, pump bows of the ribbon at waist front and back. Another model of figured crepe, large wing sleeves, ribbon bound, piped in color. $2.50 and $2.95—Other models of figured crepes, some bound with wide satin ribbons, some with the ribbons piped and contrasting color, some with tassels at all points, some with heavy rope girdles. Both straight line and Empire models.

Women's Knit Underwear in Extra Sizes—Ribbed cotton vests, made low neck and sleeveless, are 25c, 30c, and 40c. Fleeced cotton vests, made with high or low neck and long or short sleeves, are $1. Fleeced drawers, in the same weight, are in ankle or knee length, at $1. Combined suits of ribbed cotton are low neck and sleeveless and have lace-trimmed or tight knees, 65c. White Merino vests with high neck and long sleeves or low neck and short sleeves are $1.75. Drawers in knee or ankle length are also $1.75. White Merino combinations, in a medium weight, have low necks and short sleeves and are in knee or ankle length. $2.50.

Undermuslins Cut on Generous Lines—Short petticoats of soft white nainsook are trimmed with pretty embroidery and lace. Sizes 27, 29 and 31 at 75c, 85c and $1. Nightgowns of white cambric or nainsook are in slip-over or high-neck styles, trimmed with embroidery, $1, $1.25 and $1.50. Lovely crepe de chine nightgowns are trimmed with fine laces at $6.50. Corset covers of nainsook, trimmed with embroidery medallions and pretty lace and embroidery edge, 65c, 75c and $1. Envelope chemises of nainsook trimmed with laces and embroidery at $1. Of flesh-color crepe de chine, lace and ribbon-trimmed at $5.50 and $6.50. Combinations of nainsook trimmed with laces and embroideries, $1.

Roomily Cut Clothes for Men—Big men do not, necessarily, have to have their clothes made to measure to be comfortably and satisfactorily fitted. There is an excellent choice of suits, all ready to put on, in the Down Stairs Store. Suits of fancy cassimeres and long-wearing worsteds, that are every thread wool, are cut single-breasted with plain backs, and will fit men measuring from 46 to 52 around the chest, $18, $20, $22.

These Combination Suits for Boys Are Extra Good—The materials are the long-wearing Scotch mixtures of pure wool that will stand a great amount of roughing it. In color they are mostly dark with bright flecks of green and yellow through the brown and gray grounds. Made in Norfolk style with box pleats or inverted pleats and plain or patch pockets. Warmly and durably lined with mohair or wool serge. With each suit there are two pairs of roomily-cut, full lined trousers. Sizes 6 to 18 years—special at $9.75.

Choose Your China While It's Low—On next Monday morning every article in the China Sale will be priced 10 to 50 per cent higher than it is priced today. This, therefore, is your last opportunity to save, conservatively speaking, 30 per cent on china and semi-porcelain, cut glass and other glasswares. Speaking of cut glass, there are about 200 odd pieces here to be disposed of at half price today, one to three pieces of a kind, including berry bowls, berry dishes, celery trays, sugar and cream sets, jugs, compotes, mayonnaise sets, sandwich plates, flower vases, nut bowls and scores of others.

Have You Noticed How Many Velour Coats There Are?—Yet they all look different! This soft material seems so adaptable that endless pretty coat styles have been evolved from it. Coat after coat of soft, warm velour will be spread before you in the Down Stairs Store: The one sketched, for instance, is in Burgundy, brown, green and navy, at $16.75. At $18.75, a green or brown velour coat with a collar and tails of coney fur; a velour coat at $22.50 boasts a deep collar of kolinsky coney and has two narrow belts over the hips. So it goes by easy stages—$23.75, $25 and up to $49.75 for a lovely coat of suede velour lined throughout with pretty figured silk and finished with a collar and cuffs of nutria.

HOLLY

We have the finest crop of Holly in years, extra well berried. Place your orders with us early and get strictly fresh stock, only a few hours from the tree.

5 lb. box	$0.75		
15 lb. box	$1.25	40 lb. box	3.00
25 lb. box	2.00	60 lb. box	3.50

LONG NEEDLE PINES

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "green" for profit, try them. Stand lots of handling; don't wilt, fade or shop wear easily, and are generally safe to experiment with, for they will sell.

	Each	Dozen	Hundred
2 feet high	$0.10	$1.00	$ 6.00
3 feet high	.12½	1.25	9.00
4 feet high	.15	1.50	11.00
Assorted sizes, 2 to 4 feet		1.25	8.00

Extra large sizes, 5 to 6 feet, $0.50 each.

CHAMAEROP PALM CROWNS

Fine for window decorations; also good sellers for home and church decoration. Placed in a vase of water they cannot be told from a natural plant. Our little booklet, "Some Things You Ought to Know," tells you how to handle them.

	Each	Dozen	Hundred
3 feet	$0.15	$1.50	$11.00
4 feet	.20	2.25	15.00
5 feet	.30	3.50	25.00
5 feet	.25	3.00	20.00
Assorted sizes		3.00	20.00

Extra large, 7 to 10 feet, 50c and $1.00 each.

SOUTHERN WILD SMILAX

Absolutely the finest decorative evergreen in existence. In decoration it will last almost any length of time, as it dries green, and is nearly as handsome when perfectly dry as when fresh. It does not drop its leaves, is light for shipment, elegant and cheap, packed in six different sizes containing sufficient smilax to cover from one hundred to six hundred square feet of wall space.

Case No. 1	$1.00	Case No. 4	$3.50
Case No. 2	2.00	Case No. 5	4.00
Case No. 3	3.00	Case No. 6	4.50

SABAL PALM LEAVES

Always useful in decoration. Good to sell or give away. Perhaps you are looking for some little souvenir to present your customer this Xmas season. How would a great big palm leaf and say a spray of holly do? Dozen, 25c; hundred, $2.50. Special rates per thousand.

CALDWELL

THE WOODSMAN COMPANY
EVERGREEN :-: ALABAMA

Wire Your Order
FOR
Christmas Holly

If you are rushed for time, telegraph your order in. We promise to ship same day by express.

My Natural Evergreens in Your Window

will go far toward giving a genuine belief that the merchandise displayed is entitled to a close inside inspection.

Is THAT worth while?

I Guarantee the Decorations Listed on This Page to Be RIGHT and SATISFACTORY in Every Particular.

SPECIAL HOLIDAY SEASON OFFER

As a special offer for holiday window dressing and store decorating, I offer a very beautiful decoration consisting of sufficient material to decorate two large windows and the entrance to your store lavishly. Packed in one large case, weight 50 lbs., as follows:

400 square feet Wild Smilax.
6 long Needle Pines.
2 Palm Crowns.
50 sprays Magnolia, enough for 2 large wreaths.
1 dozen Sabal Palm Leaves.
12 large branches Holly.

$5 cash with order

MAGNOLIA FOLIAGE

The Magnolia is, without doubt, the most beautiful of the many evergreen trees of the South. Branches are fine for decorating windows or interiors; also a great seller and can be handled a great deal without marring or bruising. Packed in same size cases as Southern Smilax.

No. 1	$1.00	No. 4	$3.50
No. 2	2.00	No. 5	4.00
No. 3	3.00	No. 6	4.50

How Nice to Slip Into Cozy Coats Like These!—They need not be expensive, either, to be perfectly comfortable and fashionable as well. For as little as $9.50 there is a good, warm coat of brown or gray tweed, cut full, generously belted and fastening close under the chin. The widest assortment is to be found around $25, taking in the coats at $22.50, $23.75 and $29.75. Here are lovely velours with deep, furry collars and coats of broadcloth and burella. A plush coat, made to resemble Hudson seal, has a collar of kit coney.

The Cold Weather Is the Best Reminder That It's Time for Overcoats. Warm, fine coats of pure woolen materials are here by the score. Prices start at $16 and go to $22.

Clothes Made Expressly to Suit the Young Girl. Things made in attractive ways and with youthful lines for the junior maid. Coats—a practical coat for the girl of 12 to 16 is of heavy wool coating. It is made double-breasted, belted all around and the collar can be worn buttoned up under the chin. $12.75. A good-looking coat for junior girls or small women is sketched. It is of wool velour, high waist with belt running through slots above the waist. It is in brown, green and taupe. $23.50.

Two Practical Skirts—The every-day kind, cut on simple lines that you'll not tire of. One is of navy blue serve, with a pointed patch pocket, a gathered back and detachable belt—especially designed for young women, $4.50. The other is of black whipcord laid in knife pleats and stitched over the hips. The waistbands are extra-roomy—31 to 36. $8.50.

76 Women's Dresses at Reductions of $5 or More—35 dresses at $15—of satin and pleated crepe de chine in navy, blue, gray, Burgundy, French blue, brown and black. Some have contrasting vestees, others show colored stitchery, and there are some dresses braided with soutache. 22 dresses at $16.50—of embroidered crepe de chine, embroidered satin and of satin combined with Georgette crepe. These have been market $6 and $7 more. 19 dresses at $19.75—all of satin trimmed with beads or embroidery—a few are combined with Georgette crepe.

Brilliant New Satins That Are Almost French—Because they were made by a French silk manufacturer in the French manner, but on American soil. Opening them we have found a wide range of the most exquisite shades, plenty of blues and both black and white. The strangest thing about them, however, is the fact that the price is the hame as before—$3 a yard. Half again as much would be a fair valuation now. They are 36 inches wide.

House Dresses and Aprons—100 coverall aprons at $1.15—so complete are they, with a belt, sleeves and pockets, that they can be worn as house dresses. Of light colored percales with pipings of pink or light blue. 150 madras house dresses at $2.50—gay Scotch plaids or a softer plaid in shades of lavender. The collar, cuffs and pocket flaps are inlaid with white pique. The original price of these dresses was over a dollar more.

A Little Clearing of Blouses—A gathering together of crepe de Chine and Georgette blouses in which sizes are incomplete—some show signs of handling, too. But on every blouse you save a considerable sum, and freshening these soft things is such an easy matter. Special at $2.25.

Fashions of the Latest Waists Are Interesting—One is of Georgette crepe—navy with gray or bisque with navy embroidery and borders, $8.50. A tailored style of messaline—all navy, all black and navy with plaid trimmings, $5.50. One white or flesh-colored Georgette is braided with soutache, $8.50. The fourth is of the same material, white and flesh-colored, with fine tucks and hand-done dots. This can be worn high or low, $15.

A Half Dozen Styles of Tailored Blouses—A white madras at $1 is perfectly plain and has a collar that can be worn high or low. A white linene blouse at $1.25 is made with detachable collar so that a stock can be worn, if preferred. A gray flannellet blouse at the same price is for women who want a bit of warmth in their winter blouses. Two sheer, fine batiste blouses at $2.25 each are both made with the new tucked fronts and have long roll collars and cuffs of white pique. A fine white linen blouse at $2.25 has box plaits in front and a convertable collar.

Women's Fine Silk Stockings, Better Than Usual, at $1, $1.35, $1.50—Superior quality of silk, full fashioned Stockings with all the excellent fit implied in the making, and in ranges that include all the wanted tones of color.

Three Good Items of Hosiery and Underwear for Women—Stockings of silk-and-fibre, with cotton tops, in a good-wearing quality. They are "seconds," but good ones, 55c a pair. Medium weight cotton vests and drawers of a good quality; regular sizes, 75c; extra sizes, 85c. Cotton combination suits in the same weight are $1.25 the suit for regular sizes; $1.50 for extra sizes.

Women's Pajamas for Intimate Gifts—Many thoughtful women are buying them already and laying them away for Christmas gifts to their friends. They come in one-piece styles—empire and otherwise; in two-piece styles with little coats. Also they are made of crepe de chine and wash satin; white, flesh color, and a few of maize; and trimmings are tiny frills, pleatings, ribbon work and lace. Prices are $13.50 to $23.50.

A Hundred Corsets in a Little Sale—These good corsets have been gathered together—only a few in one style, so that there are many styles in the lot. All of white coutil—made with low bust and long skirt, with low bust and medium skirt or medium bust and medium skirt. No doubt you can find your own particular style among them. And on every one you save considerable. $2.50 and $3.50 are the prices.

A thousand pieces of children's underwear (brought from that special lot at 65c and 75c) have started on their way over to cold little children in the war countries. Plenty more here for other humanely disposed folk to buy.

A Wonderful Special Lot of Quilts—We have just received a lot of quilts, filled with fine fleece wool and in coverings of brocaded silk, the borders and backs being of the best Japanese silk, and we offer them at $16.50 each, a price which is about one-third less than they sold for even one year ago. The reason for which is that the coverings are the last goods of the kind the maker had. Half a dozen patterns and color combinations to select from.

6,000 *Yards of Royal Wilton Carpets at Half*—The most extraordinary opportunity that has appeared in many a day. These are magnificent carpets in patterns and colorings especially suitable for the home—rich Persian effects, small designs and some in bedroom effects. They come in 27-inch width at $2.85 a yard, which is just half price. Borders to match, in 18-inch width, at $2.85, and 13½-inch width, at $1.85. Whoever has floors to cover, let him speak up now, for orders will be coming thick and fast.

Now There Are Knitting and Crochet Cases—Some for knitting, some for crochet work and tatting—some for all three, the point being that work-case makers have taken into consideration the present fashion and made accessories and case for them. They are in compact shapes and sizes—some of leather, some of velvet or silk, and conveniently and attractively fitted out with tools for knitting, crocheting, tatting and embroidery work. $1 to $6 each.

Neckwear for Fastidious Men—Four-in-hands we bought early and with such care, and under such advantages that make this the greatest collection we have had this season at these attractive prices. A wonderful variety of designs and colorings, embodying the very newest ideas in Neckwear manufacture. A Scarf to please every man—and many a suggestion here for gifts. Prices, 50c to $4.

New Shirts and Ties for a Man—Shirts at $1.15 are of woven madras in good designs and in excellent colorings that men like. They are comfortably-made shirts with soft cuffs. Ties at 35c, 3 for $1, are of firmly woven silks in a large open-end four-in-hand shape. The designs and colors are the good ones for fall.

Men's Mufflers—A large and varied collection of imported and American-made Mufflers, accordion-knit, crocheted and cut silks, in latest color-combinations. Prices, 50c to $12.

75 *Men's Raincoats at* $3.50—What a small sum to pay for a rubberized raincoat strongly made with strapped seams. In good shades of tan or gray with plaid backs.

A Day for the Tots—Baby Frocks at 29c—A special purchase of children's yoke and bishop dresses of soft cottons and lawns, sizes six months to two years. Very special values at only 29c each. Feeding bibs, 12c. Made of Turkish toweling, blue or pink. Body petticoats, 29c. Sizes six months to three years, made of soft cottons. One princess model has cluster tucking and ruffle of embroidery. Another style simply with hem and tucks.

Costume Form 150

KINDLIMANN
NEW YORK

ATTENTION!

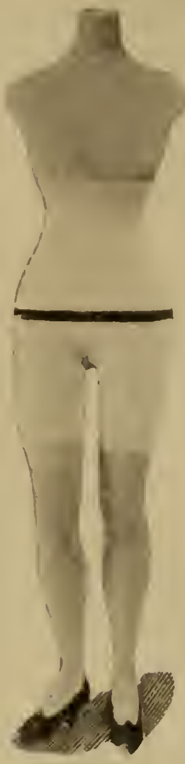
FOR THE CONVENIENCE OF OUR CUSTOMERS IT PLEASES US TO ANNOUNCE WE HAVE OPENED A LARGE SHOW-ROOM AT NUMBER

133 West 33rd Street
Opposite Gimbel Brothers

THE JACOB KINDLIMANN FORM CO.
ESTABLISHED 1887
INCORPORATED 1901

Salesroom
133 West 33rd St.
Office & Factory
419-421 Broome St.
NEW YORK

BRANCHES
Boston *Chicago* *St. Louis*



Displays Merchandise with the Power of a Live Model.

Ask Almost Any Card Writer, or Display Man

about

"Perfect Stroke"

Brushes and Supplies

He'll tell you that Daily's "Perfect Stroke" Brushes bring out with a distinct clearness and clean-cutness all his artistic individuality.

Our supplies, too, are so thoroughly dependable and efficiency-producing that the "top-notchers" of the profession will use no other.

Benefit by these high grade "Perfect Stroke" Brushes and Supplies. Brushes won't shed and colors are lasting, even and smooth, being made from best pigments.

Be sure to write for Catalog M 12.

Bert L. Daily
Advertisers Bldg. Dayton, Ohio

DON'T WAIT

—until the last minute. Order your

Holiday Decorations *NOW!*

Most complete lines shown in Catalog 341. Write for it.

Carl Netschert
12 N. Michigan Avenue
CHICAGO, ILLINOIS

LEARN TO

PAINT SIGNS and SHOW CARDS

THERE'S MONEY IN IT

No other profession offers such good returns. You begin to make money after first few lessons. Cards, Signs and Bulletins are used everywhere. Everybody will buy and the profits are large. You can go into business for yourself or

EARN $18.00 to $45.00 a week.

No matter what kind of work you are doing you can learn this work during your spare time. Lessons are easy and work is very interesting. Write now for complete information. A postcard will do.

Detroit School of Lettering
1812 D. S. of L. Bldg. Detroit, Mich., U. S. A.

PERSONALS

ED. O'MALLEY, display manager for the Chicago Store, Kankakee, Ill., was in Chicago recently placing final orders for Christmas decoratives. As chairman of the 1916-17 membership committee of I. A. D. M., Mr. O'Malley did yeoman's work and showed big results, and it is gratifying to know that he is as enthusiastic as ever and is devoting considerable time daily to the development of the association.

* *

CHARLES E. HUNT, formerly employed in the profession at Blue Jacket, Oklahoma, is now located at Fort Smith, Arkansas.

* *

J. L. DEXTER, for several years display manager for E. C. Jones, Fairmont, W. Va., has accepted position as advertising and display manager for the J. M. Hartley & Son Company, same city.

* *

SAM KOPELOV, recently display man for the Boston Store, Marion, Ohio, is now in charge of the windows at Mark's Store, Lima, Ohio.

* *

C. L. FORMENT is now display manager for the Hancock Company, Jenera, Ohio. He was formerly with the Seitner Company, Flint, Michigan.

* *

EMIL G. HEUMUTH, formerly employed in St. Paul, Minnesota, has accepted a position in the display department of G. D. Hollecker Company, Glendive, Montana.

* *

R. A. GOLDSMITH has accepted a position as display manager for the Boston Store, Ft. Smith, Ark. Mr. Goldsmith was formerly with the Ashton Dry Goods Company, Rockford, Illinois.

* *

CARL F. MEIER, one of the most popular men of the profession, will become salesman for Adler-Jones Company, Chicago, January 1st. Mr. Meier will cover the Central West.

* *

J. WESLEY DYE, in charge of the advertising and display departments of The Geo. W. Graham Company, Crawfordsville, Ind., has opened a school of commercial show card writing under the auspices of the Crawfordsville high school vocational courses.

SAMUEL R. WEISS, formerly display manager for Robinson-Cohn Company, Detroit, is now in charge of display work for The Emporium, Detroit.

* *

THORKILD LARSON, formerly display manager for the H. Battermann Co., and previously with Price & Rosenbaum, Brooklyn, is now display manager for Lee-Morris Co., Fifth avenue, New York.

* *

MESSRS. Turley, display manager for Brown, Thomson Co., Hartford, Conn., and Nichols, display manager for R. H. White Co., Boston, were recent visitors in New York.

* *

J. P. NORTHRUP is now display and advertising manager for Tepper Brothers' department store, Elmira, N. Y. Mr. Northrop was for a number of years with R. H. Macy & Co., New York, but more recently assistant to Mr. Wendel of the J. L. Hudson Co., Detroit.

* *

M. J. SUES is now display manager for The White House, El Paso, Texas. He was formerly employed in same capacity for Foley Bros. Dry Goods Company, Houston, Texas.

* *

L. A. Rogers, display manager for Klein's, Detroit, and Samuel R. Weiss of the Emporium are busy every spare moment in the rounding up of the display men of Detroit with the ultimate object of forming a big local association to be affiliated with the I. A. D. M. The Detroit Board of Commerce has offered a room to be used for meetings of the men.

KINDLIMANN SHOW ROOM

THE J. Kindlimann Form Company, New York, is soon to open an elaborate show room at 133 W. 33rd street with C. E. Smiley, secretary of the company, in charge. This new show room will be located in the very heart of New York's business center.

Removal Notice

At last a very desirable store room is available. For a long time Mr. Drey, Chicago manager for Hugh Lyons & Co., has had his eye on what is considered a very choice and desirable location for their display fixture room.

The new side-walk location is 234 South Franklin street, which is but a few feet north of Jackson boulevard, right in the heart of the choicest wholesale and jobbing section.

Mr. Drey will welcome all of his friends at this new ground floor location. The salesroom will be a model in attractiveness. There will be constantly on display all the latest designs in store fixtures, both metal and wood, papier mache forms, wax figures, etc.

Air Brush

with pencil grip

(EXACT SIZE)

WOLD

1917 Type "U"

Here Is the Air Brush

That we started out more than twenty-five years ago to design. Now we offer perfection in simplicity of operation and performance. Hold the brush as you would a pen or pencil—just one downward movement of the first finger produces a fine line or a broad spray.

Write for Special Descriptive Circular

The WOLD AIR BRUSH MFG. COMPANY HAYMARKET THEATRE BLDG. **Chicago**

Superior Displays

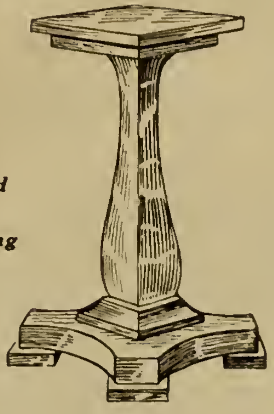
"Bring Trade Your Way"

Florentine Design Pedestals

Practical, Artistic and Substantially Constructed

Write For New Supplement Number Nine

State Finish Wanted When Ordering



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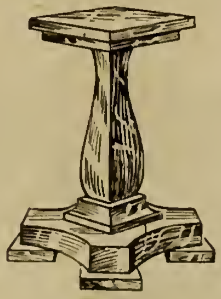


12 in. high..	2.00	24 in. high..	3.00
18 in. high..	2.50	30 in. high..	3.50

Superior Brass & Fixture Co.

316 W. JACKSON BLVD. CHICAGO, ILL.

Quantity Repeat Orders Daily Being Filled for

Bradlite

THE COLOR MATCHING LAMP

Pat. Pending

BRADLITE is a portable lamp complete in itself, by which colors may be accurately matched at any time of day or night. It can be instantly installed in any department and is always ready for use.

BRADLITE is the latest modern refinement which added to a store's equipment creates the impression of solicitous attention to your customer's requirements. It is the newest development in modern scientific store service, and its use will place your store far ahead of your competitor's in the minds of the buying public in your city.

Placed at intervals upon tho counters and show cases of such departments as require accurate matching of colors BRADLITE will effect a wonderful saving of time, annoyance and dissatisfaction for both customers and sales people

If BRADLITE does not do as we claim—
SEND IT BACK

THE BRADLITE COMPANY

189 West Madison Street - CHICAGO

Your Choice of These Five Great Books Free

"One Hundred Good Holiday Displays"
"One Hundred Good Alphabets for Show Cards"
"One Hundred Good Displays of Women's Ready to Wear"
"One Hundred Good Men's Wear Displays" Second Edition
"Outdoor Decorations"

These books are for the exclusive use of subscribers to—

MERCHANTS RECORD and SHOW WINDOW

Price $2.00 a Year

How to get one of the books free—

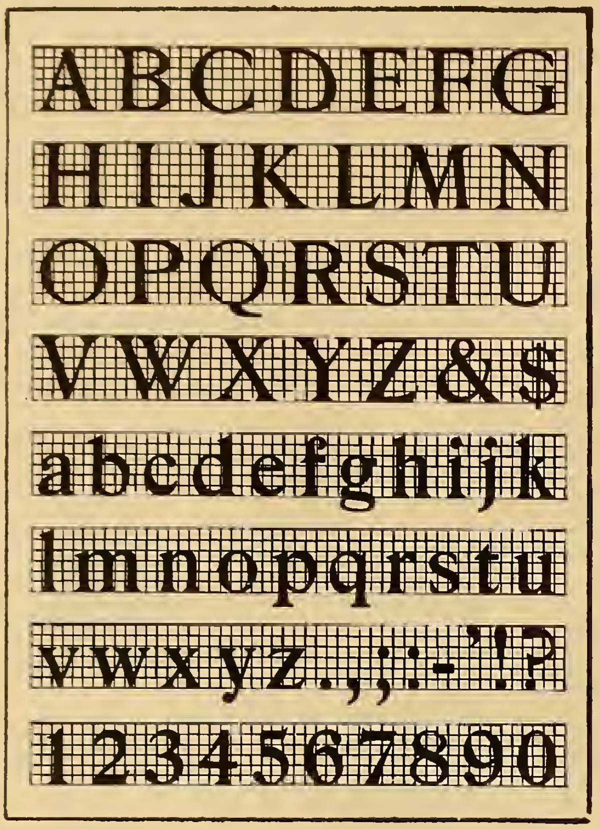
The Merchants Record Co., Publishers

431 So. Dearborn Street Chicago, Ill.

Books must be ordered when cash subscription or renewal is sent in.

Each two dollar subscription entitles you to any one book. Your choice of any two books on receipt of four dollars for your own subscription and one other. Send us your renewal and $2.00 stating which book you wish us to send postpaid and absolutely free.

LEARN CARDWRITING FOR $1.50



Any display man or clerk can earn more if he is a cardwriter. An hour a day for a short time will enable you to become one.

The Window-Card Writers' Charts

A complete course in the art of making

Display and Price-Cards and Signs

PRICE, $1.50 POSTPAID

WHY NOT EARN MORE SALARY?

Your employer will pay you for writing his cards in addition to your regular salary.

Send Your ORDER NOW

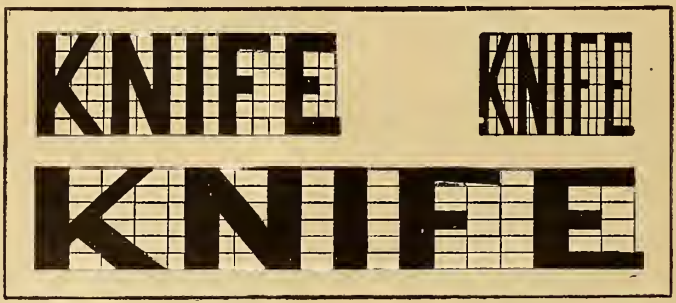
Will gladly refund your money if not satisfactory.

THE WINDOW-CARD WRITERS' CHARTS consist of seventeen heavy cards, 8½ x 11 inches in size, beautifully printed in six colors and bronze inclosed with sixteen sheets of ruled practiced paper in a strong covered box. An hour invaluable help to the card-writer.

Below is a list of part of the

TOPICS TREATED

First Practice. Punctuation. Composition. Price Cards. Directory Cards. Proper Spacing. Color Combinations. Italicizing Mixing Colors. Ornamentations. What to Say. Materials Needed. Curves and Twists. Metalics and Bronzes. Rimming and Shading. Condensing and Expanding. Care and handling of Materials. The Use of Pictures and Engravings.



PUBLISHED BY

The Merchants Record Co.
431 South Dearborn Street, Chicago

Special Combination Offer For $3.00 sent us we will ship **prepaid** a set of these charts and will give you a receipt for one year's paid subscription to MERCHANTS RECORD AND SHOW WINDOW. No matter when your subscription is paid to, we will advance same one year from any date. Take advantage of this liberal offer AT ONCE.

Add $1.00 to "Special Combination" prices where $3.00 subscription rate to M. R. and S. W. applies.

KOESTER SCHOOL BOOK OF DRAPING

By

GEO. J. COWAN *and* WILL H. BATES

A Complete Treatise on Draping in all its Branches

Nearly 500 pages illustrated with over 1000 drawings and photographs

By Geo. J. Cowan, Will H. Bates, Albert A. Koester, and scores of others of the best informed men on draping in the country.

This Book Contains Instruction on the Following:

- Early History of Draping
- How to Handle Goods
- Color Combinations in Draping
- Displaying Wash Goods
- Examples of Early Drapes
- Complete Window of Early Drapes
- Later Examples of Early Drapes
- 37 Lessons in Draping
- Cylinder Drape
- Slab Drape
- Novel Drapes
- Mummy Drapes
- Box Drape
- Louis XVI. Drape
- Wall Drapes
- Complete Wall Drape Windows
- Bolt Drapes
- Furniture as Draping Fixtures
- Vase and Basket Drapes
- Flower Drapes
- Use of Accessories
- Drapes for Tailors
- Draping on Forms
- Early Shell Form Draping
- Finishes for Tops
- Directoire Shell Form Drapes
- Hipless Drapes
- Panier Drapes
- Full Form Drapes
- Sheath Drape
- Directoire
- Miscellaneous Form Drapes
- Arm Form Drape
- Three Forms in One
- Mermaid Drapes
- Evening Gown Drapes
- Comic Draping
- Panier Drapes
- Flanelette Drapes
- Children's Form Drapes
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- 8 New Year's Windows.
- White Goods Windows.
- 1 Lincoln's Birthday Window.
- 4 St. Valentine's Day Windows.
- Washington's Birthday Windows.
- 8 St. Patrick's Day Windows
- Spring Opening Windows.
- Easter Windows
- 6 Decoration Day Windows.
- 5 Fourth of July Windows.
- 7 Summer Windows.
- 2 Horse Show Windows.
- 6 Fall Opening Windows.
- Carnival Windows.
- Hallowe'en Windows.
- 5 Thanksgiving Windows.
- 4 Christmas Windows.
- Period Decorations in backgrounds, showing examples of *Greek, Roman, Gothic, German, Japanese, Egyptian, Moorish, Italian, French, Empire, Colonial, Mission, etc.*
- 10 Sale Windows.
- Bas Relief Backgrounds.
- Stencil Backgrounds.

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

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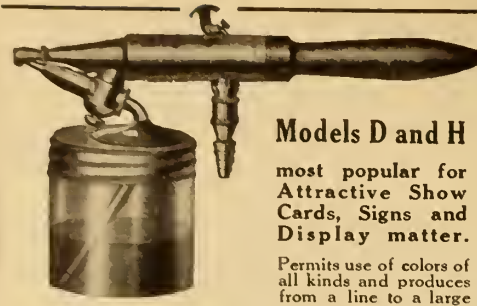

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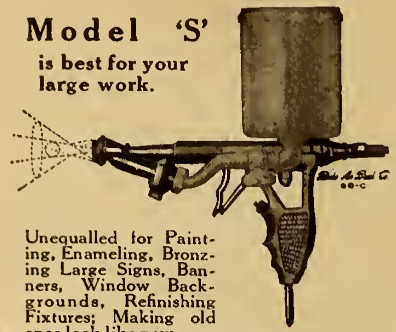

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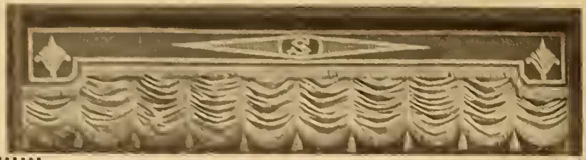

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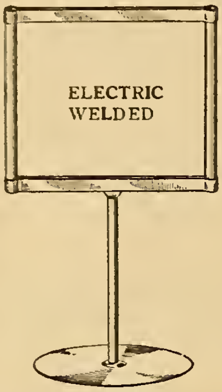

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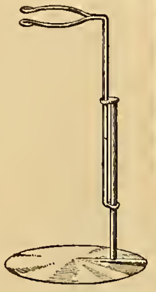

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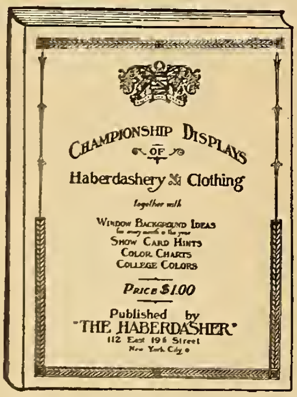

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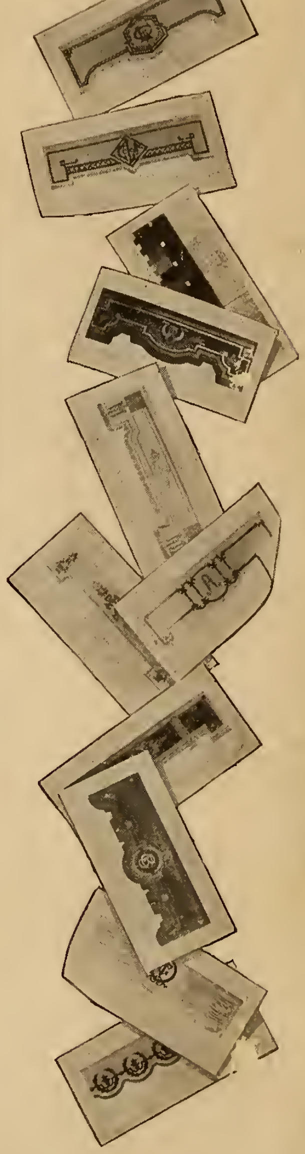

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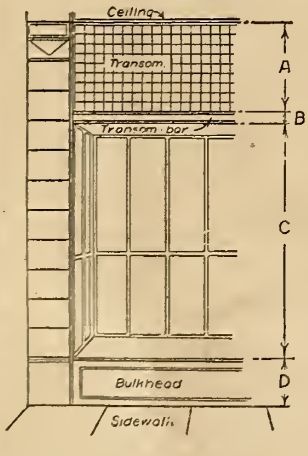

(a) Height of Transom Glass..............Ft..............Ins.
(b) Width of Transom Bar................Ft..............Ins.
(c) Height of Window Glass..............Ft........... .Ins.
(d) Height of Bulkhead...................Ft..............Ins.

Is Ceiling of Window at Transom Bar or at Full Height of Store?..................................

Are Window Reflectors Installed at Transom Bar or Ceiling?..... ....

If Lettering or Painted Signs are Used on Window Glass, Give Position of Same.......................

If You Use Monogram or Trade Mark, Send Illustration of It.

NOTE—On separate piece of paper draw rough floor plan of your store front, showing relative position of windows and width across front glass of each.

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